



Forward thinking. Finding value.

PenderFund Capital Management Ltd (“Pender”) is an independent, employee-owned, value-based investment firm in Vancouver, offering investment funds to investors across Canada. We are one of the fastest growing investment firms in Canada, and our goal is to be the first choice for investors looking to protect and grow their capital.

We are seeking a Communications Associate to join the Marketing Team, based from our Vancouver Head Office. This is an exciting position for someone with a background in finance who wishes to channel their interest in markets and securities onto paper rather than into portfolio management. You would be Pender’s narrator, our reporter and an advocate for the Pender investment process. Consequently, only those candidates who are philosophically aligned with Pender’s approach to investing should apply.

Having great content is at the heart of all marketing communications and campaigns, and we currently have more ideas than capacity. We need a talented individual to research and write white papers, articles for our blog, pitches for the media, announcements, podcast scripts and more.

#### **The ideal candidate:**

- You have a passion for investing and are tuned in to equity and credit markets, and security analysis.
- You are a storyteller and like to turn complicated ideas into engaging copy to help others navigate the complexities of investing.
- You have an affinity with investors and can empathize with them, especially when markets are driven by fear and greed.
- You have worked with industry professionals. You know how to talk to them and can anticipate their questions and concerns.
- You know what people mean when they say “I don’t know how to write this, but we need to say something like this...”

#### **Responsibilities:**

- Idea generation: you stay abreast of industry developments, media, research and reports. You understand what’s on people’s minds and anticipate and uncover trends that need to be demystified.
- Copywriting: you are a versatile writer who can pen something as long as a white paper and as short as a tweet. You can write articles for our website, scripts for podcasts, pitches for the media, corporate announcements and sales collateral.
- Graphics: you do your own research and can generate your own charts and tables to accompany your writing or can brief more complicated visuals to a designer.
- Editorial calendar: you structure the array of ideas and requirements into an ordered editorial calendar that maps onto the other activities within marketing and the company.
- Proof reading and editing: you are able to review material generated by others at Pender.
- Compliance: you are familiar with the regulatory framework in which we operate and can tune your writing to stay compliant.
- Other opportunities: there is always a place to recommend marketing initiatives and ideas.
- To undertake all projects cost effectively.
- To manage necessary third-party relationships.
- To undertake other marketing responsibilities, related to your skill set, as required by an agile and lean marketing team.

#### **Qualifications and experience:**

- Bachelor’s degree (or higher)
- 2-5 years of experience in the investment industry.
- Proven copywriting experience
- Considered an asset
  - A background in security analysis or portfolio management considered an asset.
  - Ability to speak and write in French
  - CFA Charter holder or successful completion of Level 2 of the CFA program with plans to complete the program
- You can work from home or in the office team environment. You are organized, motivated and hardworking, with the ability to prioritize, multitask and work to deadlines.

#### **What’s in it for you?**

- This position comes with a competitive salary, bonus and benefits package with opportunities for ongoing professional development.

Candidates can apply by emailing a resume, a cover letter and a sample of relevant copywriting to [careers@penderfund.com](mailto:careers@penderfund.com). We will be accepting applications as long as this posting appears on the Pender website. We thank all those who apply, however only shortlisted candidates will be contacted for an interview.



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