



Position: Manager, Web & Digital Experience
Term: Full time
Supervisor: Chief Marketing Officer
Location: Toronto

About Evolve ETFs

With over \$9.7 billion in assets under management, Evolve specializes in bringing innovative ETFs to Canadian investors. Evolve's suite of ETFs provide investors with access to: (i) index-based income strategies; (ii) long term investment themes; and (iii) some of the world's leading investment managers. Established by a team of industry veterans with a demonstrated ability to succeed, Evolve creates investment products that make a difference. For more information, please visit www.evolveetfs.com.

Position Summary

Evolve is one of Canada's fastest growing asset managers, and our digital experience is increasingly central to how investors, advisors and prospects discover and engage with the firm. Reporting to the Chief Marketing Officer, the Manager, Web & Digital Experience will own Evolve's website and digital experience, serving as the day-to-day owner of the website platform.

This is a hands-on role for someone who can connect marketing strategy with technology and execution. You will work closely with Marketing Communications, Digital Marketing and Creative to turn ideas into high-quality web experiences, while directing external development partners for complex technical work. The role combines website management, UX, SEO/AEO, analytics, content publishing and conversion optimization, with the objective of making evolveetfs.com the premiere marketing and investor education platform.

Own the Digital Experience

The successful candidate will have meaningful ownership from day one by translating business requirements into a clear digital roadmap, coordinate content and migration, and hold external developers accountable for delivery. The role will involve managing all website activity, while continually improving usability, discoverability, performance and conversion.

Key Responsibilities

- Act as the internal owner of evolveetfs.com and lead the marketing side of the website's ongoing optimization.
- Manage external web development partners, including requirements, priorities, timelines, budgets, QA, issue resolution and the technical development backlog.
- Own site architecture, navigation, page templates and user journeys for financial advisors, DIY investors and other key audiences.
- Create, publish and maintain ETF product pages, campaign landing pages, educational content and other website experiences using the CMS.
- Lead website SEO and AEO implementation, including technical SEO, metadata, internal linking, structured data/schema and content discoverability.
- Partner with Marketing Communications to translate product messaging and editorial content into effective digital experiences.
- Partner with Digital Marketing on acquisition journeys, campaign landing pages, analytics, attribution, conversion tracking and optimization.
- Work on analytics and tagging requirements, using GA4, Google Tag Manager, Search Console and related tools to identify opportunities and report on performance.
- Continuously improve UX, mobile experience, accessibility, page speed, conversion and fund discovery through testing and data-driven enhancements.
- Maintain website governance, publishing standards and documentation so routine website changes can be completed efficiently in-house.



Education / Accreditation

- Bachelor's degree or diploma in marketing, digital media, web development, communications, business or a related field.
- Relevant certifications in analytics, SEO, UX, CMS platforms or digital marketing are considered an asset.

Experience and Specific Skills

- 5+ years of relevant experience in website management, digital experience, digital marketing or a related role, ideally in financial services or another regulated industry.
- Demonstrated experience owning or playing a major role in website development, including requirements, CMS implementation, content migration, and QA.
- Strong hands-on experience with modern CMS platforms and the ability to independently create and manage pages, templates and digital content.
- Working knowledge of HTML/CSS and web technologies; sufficient technical depth to communicate effectively with developers and troubleshoot common website issues.
- Strong understanding of SEO, technical SEO and emerging AEO practices, including structured data/schema and search-oriented content architecture.
- Experience with GA4, Google Tag Manager, Search Console and website performance reporting.
- Strong understanding of UX, responsive design, accessibility, conversion optimization and digital best practices.
- Excellent project management skills with the ability to manage external partners, multiple priorities and tight deadlines.
- Strong attention to detail and a willingness to be hands on in a fast-paced, entrepreneurial environment.
- Experience with investment products, ETFs or financial services is an asset but not required.

What We Offer

- A high-impact role with ownership of the primary digital platform for one of Canada's fastest growing ETF managers.
- The opportunity to lead and shape Evolve's digital experience.
- A small, highly skilled marketing team with a flat structure, significant autonomy and direct access to senior leadership.
- Exposure to innovative investment products, product launches and both advisor and direct-to-investor marketing.
- Competitive remuneration package with benefits.

This position offers a competitive remuneration package.

All people interested in this position may send their resume to: info@evolveetfs.com.

Please note that only successful applicants will be contacted.