

Direct Response Marketing Manager 🚀💰📈

(Multi-Brand Finance | Email, Content, SEO, Events & Automation | Remote)



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Goodwork is on a mission to help one million females gain financial independence by helping them find fully remote jobs with international businesses. 🌍💪

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Goodwork is recruiting for a Canadian-based trio of complementary financial services businesses.

What makes this opportunity interesting?

- 🏢 Work directly with successful entrepreneurs managing multiple 7-figure businesses
- 📈 Apply data-driven marketing to financial services
- 🌟 Opportunity to own entire marketing systems and grow into a leadership role

About the Company

We're a trio of complementary financial services businesses run by a dynamic pair of 'couple-preneurs'. Our mission: to simplify the path to financial freedom for hardworking Canadians while serving as a beacon of excellence in our industry.

1. Our real estate investment business helps Canadian investors (primarily middle-class households earning \$200K+) build wealth through properties in landlord-friendly US markets with our unique REIT-like model where investors own 100% of their properties outright. With half a billion in completed transactions and having helped 45+ clients make \$1M+ in income properties, our *Founder* has been named "Realtor of the Year" four times in Ontario. Our ambitious 10-year target is helping 200 investors reach six-figure cashflow, demonstrating our commitment to measurable client success.
2. Our tax services business, established in 2014, specializes in tax optimization for real estate investors and professionals, from strategic planning to cross-border taxation, and is expanding into comprehensive financial planning. Our newsletter reaches 19,000+ subscribers and our YouTube channel has grown to 34,000+ subscribers, demonstrating our commitment to financial education.

3. Our nonprofit services business, operating for over 20 years, provides CFO services and financial guidance to organizations primarily based in Ottawa and Toronto, helping them achieve stability and measurable growth through strategic financial management.

Across our businesses, we've served 350+ clients and produced 300+ podcast episodes since 2016.

OUR COMPANY VALUES guide our team and shape our culture:

-  **Growth Mindset:** Embrace improvement, continuously learn and seek best practices
-  **Customer First:** Go above and beyond for those we serve with exceptional care
-  **Take Ownership:** Act with integrity, take responsibility, and do the right thing
-  **Work Hard, Play Hard:** Pursue excellence with passion while maintaining balance
-  **Make Impact:** Leave things better than we found them and create lasting value

We're a hybrid organization with 16-22 teammates across our businesses, including accountants, admin staff, and marketing professionals. Our teams are primarily based in the Greater Toronto Area with some remote team members in Ottawa and Calgary. We foster a family-like culture where we trust our team to get things done while maintaining clear processes for quality work.

Our culture emphasizes "getting sh*t done" while maintaining work-life balance. We host regular team events from pickleball games to community service activities, building strong relationships even with our remote team members.

About the Role

We're looking for a **remote Marketing Generalist** to execute direct response marketing strategies across our businesses. This intermediate to senior-level position supports our founders as a shared resource for multiple financial service brands.

In this role, you'll manage email campaigns, webinars, lead magnets, website content, and automation workflows to drive measurable growth in subscribers, engagement, and revenue. You'll handle both prospect communications and existing client messaging to ensure consistent, valuable touchpoints.

We have established processes ready for someone to take ownership and optimize. During onboarding, you'll receive digital marketing resources and training. This role is ideal for execution-focused marketers who thrive working directly with entrepreneurs and measure success through conversions—not brand marketers from large corporations.

Our IDEAL CANDIDATE brings 3-6+ years of experience in direct response marketing roles. You're tech-savvy and results-driven, measuring success through conversions and revenue—not views and clicks. You take complete ownership of projects, keeping systems running smoothly and content consistently delivering. You proactively suggest improvements and execute strategies we haven't considered. You balance tactical excellence with strategic thinking, making you someone

our team loves working with and who could grow into a leadership role through your demonstrated ability to drive measurable business growth.

Your performance will be measured by email subscriber growth, open/click-through rates, social media subscriber growth, lead generation, and sales conversions.

You'll be on the *Marketing* team and collaborate with members from that team. You may eventually have team members reporting to you as we grow. This position reports directly to our *Founders*.

You'll be doing things like:

- **Content Strategy:** Recommending podcast guests based on trends; suggesting bi-weekly content topics; designing content funnels for products and services; packaging downloadable reports with disclaimers; optimizing YouTube descriptions with keywords; planning quarterly content calendars.
- **Lead Magnet & Downloadable Creation:** Publishing and updating ebooks on Amazon Kindle; creating professional resources with branded templates; setting up multi-tier content funnels; managing digital delivery systems; tracking conversion metrics; designing professional report covers and formatting; maintaining resource libraries and documentation.
- **Email Marketing:** Creating targeted sequences for prospects; crafting webinar follow-ups with replays; implementing nurture sequences in Kartra; sending segmented tax reminders; running time-limited promotional campaigns; maintaining clean lists; driving subscriber growth; automating upsell funnels for digital products.
- **Website & Digital Asset Management:** Optimizing website copy for SEO; implementing lead magnet opt-ins; setting up CRM tagging structures; performing regular backups; eliminating bad links; securing against spam; organizing digital assets; ensuring mobile responsiveness.
- **Webinar & Event Management:** Running client-only and quarterly public webinars; setting up Eventbrite pages for hybrid events; syncing registrations with Kartra; creating promotional email sequences; managing technical aspects during live sessions; configuring polls; producing post-event communications; tracking conversion metrics.
- **Process Automation:** Connecting tools via Zapier/Make.com; syncing Stripe payments to QuickBooks; streamlining client communications; implementing text reminder systems; documenting workflows; researching automation tools; creating performance dashboards.

Skills & Qualifications

- 3-6+ years of prior experience in roles like *Marketing Manager*, *Digital Marketing Specialist*, *Content Marketing Manager*, or related
- Proven expertise in direct response marketing with measurable conversion results
- Strong email marketing skills including funnel creation, automation, and list management
- Experience executing webinar and event marketing campaigns from concept to completion
- Proficiency with SEO optimization and digital asset management

- Technical aptitude to implement and improve marketing automation systems
- Excellent copywriting skills that drive audience action
- Proactive self-starter who manages up and keeps projects moving forward
- Results-driven with focus on metrics, not just activities
- Comfortable challenging assumptions and suggesting improvements
- Takes full ownership of projects from conception to execution
- Experience working directly with entrepreneurs and adapting to their needs

Bonus if you also have:

- Experience with financial services or real estate marketing
- Interest in investments and financial wellness
- Desire to grow into a leadership role
- Experience implementing Zapier or Make.com automations
- Familiarity with our tools: Kartra CRM, Google Workspace, Notion, Carbon, Canva, Acuity Scheduling, Zapier/Make.com, WordPress, Amazon Kindle Publishing, Stripe, YouTube Studio, time tracking tools (to log timesheets against tasks)

Position Details

Working Hours: Initial fixed schedule with required overlap between 8AM-4PM EST (Toronto time), transitioning to 4-hour overlap after successful probation period

Employment Type: Full-time (40 hours/week), Exclusivity Preferred

Education: Bachelor's degree in Marketing, Business, Communications, or related field, or equivalent practical experience

Level: Intermediate (3-5 years of relevant work experience)

Compensation: ~CAD \$988 – \$1,235 (12M - 15M IDR) per month, depending on experience

Benefits of working with us:

- 🚀 Work directly with forward-thinking entrepreneurs across three businesses
- 🏠 Work from the comfort of your home
- 🏆 Collaborate with incredibly talented teammates
- 🧘 Work-life balance: 8 hours a day, 5 days a week
- 💰 Above-market compensation
- 💻 Remote-first company culture
- 🧠 Lots of learning & growth opportunities
- 💡 Gain valuable insights into wealth building strategies
- ⭐ Regular gestures of appreciation for our staff
- 🌍 Join a global team that values diverse perspectives

Interested? Please apply [here](#).

Not sure you meet all the requirements? Apply anyway! We value diverse experiences and hire for potential.

If you don't hear back within 4 weeks, assume you weren't selected, but Goodwork may still reach out about other remote roles.

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Additional keywords: email marketing specialist, digital marketing coordinator, webinar management, marketing funnel expert, lead magnet creation, content marketing strategist, kartra specialist, zapier automation expert, CRM marketing, SEO content writer, social media management, financial marketing, real estate marketing, remote marketing role, direct conversion marketing, digital publishing, results-driven marketer, nurture sequence specialist, multi-channel marketing, marketing automation expert, campaign analytics