MCAP

Sr. Manager Marketing Automations

Requisition	req2256 · August 28, 2026
Work location	Toronto (ON)
Employment	Permanent, full-time
Base salary	CAD $90,000 to $100,000
Openings	1
Department	Corporate Services

Role

Set the architecture and strategy for enterprise email and marketing automation and build, launch, troubleshoot and improve solutions directly in Salesforce Marketing Cloud. Advise Marketing, B2B Sales, B2C Servicing and IT on options, risks and dependencies. Lead specialists and review their code and work.

Strategy, campaigns and reporting

- Build a roadmap and orchestrate scalable campaigns across email, SMS and emerging channels. Improve personalization, conversion, customer experience and efficiency. Use AI and machine learning when suitable for prediction, optimization and next-best actions.
- Lead complex triggered journeys, segmentation, dynamic content, preference management and cross-channel activation. Define campaign reporting for performance, leads, behaviour and conversions. Automate reporting, audit results and use diagnostics and analysis to improve campaigns.
- Maintain platform health and continuity. Standardize deployment, quality assurance, tests and documentation. Verify code, data, journeys and campaign execution, and share technical knowledge.

Platforms, stakeholders and leadership

- Evaluate Marketing Cloud and related tools. Work with vendors and IT on secure, scalable APIs, integrations and data flows. Manage vendors, service-level commitments and performance, and advise on building or buying solutions.
- Align work with the Head of Marketing and directors. Partner with Marketing Operations, SFReporting, business and project teams to identify expansion opportunities. Prioritize enterprise relationships, handle primary and secondary escalations, and share regular progress and strategic advice.
- Automate accurate, timely and compliant data flows between enterprise databases and Marketing Cloud. Uphold brand, privacy, consent and regulatory requirements, including CAN-SPAM and GDPR. Improve throughput and delivery quality, and set channel and automation standards.
- Lead and develop the automation team through strategic direction, hands-on guidance, mentoring, training and documentation.

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Qualifications

- University degree in marketing, computer science or a related field. At least seven years designing, building, deploying and optimizing email and automation solutions, and five or more years working directly in Salesforce Marketing Cloud.
- Advanced Automation Studio, Journey Builder, Email Studio, Content Builder, CloudPages, Data Extensions, AMPscript and SQL. Work with HTML, CSS and SFMC APIs. Use Salesforce and integrate it with Marketing Cloud for two-way data flows.
- Experience with large campaigns and email operations, databases, architecture, segmentation, list management, dynamic content, testing and deliverability. Proficiency in data management and analysis, advanced Excel, web, email and electronic document management, and analytics such as Google Analytics.
- Use survey tools, integrate them with Salesforce, build landing pages and interpret complex results. Understand email regulation, privacy and Canadian anti-spam law (CASL). Experience with vendors and team management.
- Knowledge of Canadian mortgages and brokering, financial services, insurance or investments is an asset. Constant Contact, Pardot and CVENT are assets. CMS, Google Analytics or customer data platforms are preferred.
- Communicate technical value clearly. Know marketing and professional communications principles. Solve problems, plan projects and prioritize tight deadlines. Work independently and collaboratively with creativity, initiative, integrity and discretion. Pay attention to detail and bring strong service, organization and communication skills, accountability and a willingness to learn.

About MCAP

MCAP recognizes expertise, teamwork and excellent service through competitive total rewards, formal and informal learning, and opportunities in an entrepreneurial, diverse workplace.

The company describes itself as Canada’s largest independent mortgage finance firm, with over $150 billion in assets under management. For over 35 years it has originated, traded, securitized and serviced residential and commercial mortgages through offices across Canada. It originates residential mortgages exclusively through brokers, promotes their services nationally and has spent over 25 years in residential construction lending, serving developers, builders and lenders.

The advertisement outlines the general scope and level of the job. Duties and qualifications may extend beyond those listed. MCAP offers equal opportunity and aims to make recruitment and employment inclusive and accessible. Applicants can request accommodation.

To apply, look for requisition req2256 on the MCAP careers portal.

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