Manager, Digital Product Marketing - RBC Direct Investing

Requisition	R0000191124
Employer	RBC Direct Investing Inc.
Canadian locations	Toronto (Ontario, Canada)
Primary address	600 QUEENS PLATE DR, TORONTO, ON M9W 0A4, Canada
Posted	November 25, 2026
Date in the description	October 27, 2026
Posted deadline	December 9, 2026
Last day to apply	December 8, 2026
Business area	WEALTH MANAGEMENT
Employment status	Regular
Work schedule	Full time · 37.5 h per week
Pay type	Salaried

The position

RBC is investing directly in building the next generation of self-managed products and investment experiences. RBC is providing Canadians with the tools they need to take charge of their financial future. As we transform our digital presence, we need a web-based product marketing that can support the modernization of our digital presence, run multi-channel digital marketing campaigns, manage our content management platform and ensure that our web content is designed for current research through organic search engines, response engines and AI-assisted discovery.

As Manager, Digital Product Marketing, you will be a key product marketer on the Digital Marketing team, responsible for the web experience and content transformation of RBC Direct Investing's core products. You will support the day-to-day operation of our CMS, execute website transformation initiatives, and execute our content strategy ensuring our pages are discoverable, authoritative, and optimized for both SEO and answer-engine optimization (AEO).

This role is best suited for someone who operates at the intersection of web technology and content strategy, understands how CMS works, and how to structure content so that it ranks with search engines and is cited by AI answer engines. You will be a trusted partner to Product, Design, and Marketing partners.

Responsibilities

Drive our website transformation

- Implementing Web Transformation Initiatives for RBC Direct Investment, Page Redesigns and Content Migrations to Platform Upgrades and the new site architecture
- Support large-scale website projects, including CMS migration, page-template modernization and site structure optimization, working in our strategic direction
- Partner with digital and external suppliers to deliver website transformation projects on time, based on scope, meeting RBC quality standards

Publish LLM-optimized web content

- Support development and execution of our web content strategy that optimizes for client engagement & retention, SEO, answer-engine optimization (AEO)

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- Content structure for the discovery of AI search engines and engine response engines: schematic marking, structured data, semantic HTML and content models that obtain citations in AI-generated responses
- Conduct content checks and gap analyses to identify opportunities for RBC Direct Investment to create authoritative, well-structured content that ranks and is cited
- Stay informed of the evolution of the AEO/GEO landscape — how AI search engines surface and the content of attributes, and translate these ideas into concrete content and structural recommendations

Support our CMS and content platform

- Serve as an expert in the field and support digital marketing initiatives on all platforms
- Work closely with partners to ensure the CMS supports our content, personalization, and transformation goals
- Daily operation of our content management system: page creation, model management, component configuration and workflow

Measure and report on web performance

- Track and report on website performance: organic traffic, research visibility, AEO/GEO citation rate, page engagement and content efficiency
- Use Web analysis (GA4), research console data and new AI research tracking tools to identify opportunities and measure the impact of transformation initiatives
- Communicate what’s working, what’s not, and what’s next to leadership and cross-functional partners with clarity and confidence

Collaborate across the organization

- Partner in close collaboration with the Products, Marketing, Design and Law and Compliance teams to align Web transformation initiatives with business priorities
- Ensure that Web content meets the legal, regulatory and accessibility standards of all pages and templates
- Interfunctional collaboration with Content, Digital and Payed Media teams to ensure web content supports the full acquisition and commitment funnel
- Support customer loyalty and engagement initiatives by ensuring that web content is integrated into the customer journey

Qualifications

Requirements

- 3 years and more experience in digital marketing, web content management or web experience roles
- Strong knowledge of the basics of SEO: page optimization, technical SEO, structured data and search strategy
- Experience with or strong understanding of answer-engine optimization (AEO/GEO) for how AI search engines discover, cite, and rank content
- High analytical skills: comfortable with web analytics (GA4/Adobe Analytics), search console and reports dashboards
- Excellent collaboration and stakeholder management: ability to work in the Product, Design, Legal and Compliance teams
- Written and verbal communication skills: ability to present web-based strategy and performance to stakeholders at all levels
- Understanding Content Management Systems: Page Models, Components, Workflow, Governance and Publishing at Scale

Assets

- A passion for investment and/or self-investment
- Knowledge of customization of content, A/B tests and optimization of conversion rates on web platforms
- Experience with CMS migrations or platform transformations in a regulated industry (financial services, healthcare, etc.)
- Familiarity with schematic marking, structured data and semantic content modelling

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Pay and benefits

RBC teams aim to grow by working together, thinking ahead and giving dependable advice that helps clients and communities prosper. They support one another, develop their potential and strive for outcomes that benefit the communities they serve as well as the bank.

A comprehensive total premium program including flexible premiums and benefits, competitive pay

Managers who coach employees and help them find opportunities to develop.

Join a collaborative team that works at a high standard and looks for new ways to improve.

An opportunity to own RBC Investment Direct's web transformation, the digital presence at a time of platform and content evolution

Direct relationships with the Senior Manager, Product Marketing, with exposure to the Director and senior management

The chance to shape how RBC Direct Investment content is discovered in the AI research age

Job Skills

Content Management, Content Strategy, Digital Marketing, Digital Products, Financial Services, Google Analytics, Investments, Online Marketing, Online User Experience, Product Marketing, Product Positioning, Search Engine Optimization (SEO), Stakeholder Management, Web Content, Web Content Management, Web Platforms, Website Analysis, Website Analysis

RBC accepts applications until 11:59 p.m. on the day before the posted deadline.

Our Employment Opportunities

RBC works as One RBC and follows five shared values: putting clients first, integrity, collaboration, respect and excellence. As one of the world’s largest and most successful banks, it sees inclusion and different perspectives as important to continued growth. RBC supports staff in doing their best work, working together, innovating and developing professionally. Its policies and programs foster respect, belonging and opportunities for everyone to create value for clients and communities.

Talent community

People who join RBC’s talent community can receive new postings, career advice and recruitment event updates tailored to their interests.

RBC’s careers portal shares information about career paths and how its teams contribute to client and community well-being.

RBC is accepting applications for an existing vacancy. Qualified applicants may hear from the recruitment team for a more detailed review of their résumé.

Search for requisition R0000191124 on the RBC careers portal.

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