



## Opportunity Profile

### Marketing Analyst

Peace Hills Trust

Edmonton – Trust Office

December 3, 2025

#### Company

Peace Hills Trust is Canada's largest and oldest First Nations owned federally regulated financial institution and is also Canada's only independent Trust Company. Employing over 100 people, Peace Hills Trust provides personal and business financial services through a network of 8 Regional Offices and electronic services.

Peace Hills Trust is wholly owned by the Samson Cree Nation of Maskwacis, Alberta. Its Corporate Office is located in Edmonton, Alberta.

#### Trust Services

Trust Services is leading Canada in First Nation Trusts! Peace Hills Trust is dedicated to the successful administration of First Nation Trusts and has been doing so for over 40 years.

Trust Services is exclusive to First Nation trusts, provides Customized Trust Services, offers exceptional client service and is founded on the principles of honesty, integrity, and transparency.

#### The Opportunity

We are looking for a marketing analyst 1) who can analyze Indigenous census data against a master data base 2) use your marketing analytical skills to design and implement a clear message to all Indigenous peoples both in and out of Canada 3) work with individual committees, teams and First Nations to locate, educate and support the missing people through a payment process 4) ability to handle culturally sensitive issues.

Once this project is complete as our brand ambassador, you will provide high-level quality marketing support to the Trust team while acting as a liaison between First Nations and Centres of Influence. Accountable for data inputting and digital marketing a high level of accuracy and creativity is required.

The role will provide an opportunity in improving your communication skills, gain valuable insight to Trust Services processes, build stronger relationships and ultimately establish our reputation as a company that provides excellent customer support with potential leading into future growth and career opportunities within in the company.

#### **Accountabilities include:**

- Reconcile individual census information between 21 First Nations and a master list
- Develop a CRM system for cataloguing individual Indigenous people
- Establish a contact management system for First Nation communities across Canada
- Develop, implement and maintain a specific website
- Develop and implement social media marketing campaigns
- Use social media as a tool to market Trust Services and to further implement our brand recognition (Instagram, Twitter, Cyberimpact)
- Run marketing campaigns to promote PHT Trust Services at in person events etc.

- Collaborate with SEVP, AVP, Director of Operations to provide assistance with client services and administration of the Trust Department.
- Any other duties as assigned.

### The Ideal Candidate

The Marketing Analyst position is a perfect step towards a career within the trust industry and is ideally suited for an individual with marketing experience.

Selected candidates will work in a stimulating progressive environment that moves quickly and effectively in servicing a well-focused market, along with a competitive salary and a full range of benefits.

#### **Qualifications:**

- College diploma or University degree or relevant experience in marketing.
- 3 to 5 years marketing experience.
- Knowledge of financial services and trust industry would be helpful.

**If you are a highly motivated individual looking for a challenge, we invite you to forward a detailed resume and a brief letter outlining income expectations and how the position applied for fits into your career goals to:**

Peace Hills Trust Company  
Corporate Office  
Phone: 780.421.1606  
Email: [georgina.villeneuve@peacehills.com](mailto:georgina.villeneuve@peacehills.com)

We appreciate the interest of all applicants, however only those selected for consideration will be contacted.

**Closing Date: December 15, 2025**