SAF GROUP | Canadian Private Credit

Position: **Associate, Private Wealth**
Location: Calgary, Alberta (Head Office), Toronto, or Vancouver
Employment Type: Full-time
Experience Level: 3 Years Minimum Work Experience
Application Deadline: September 15, 2026

About the SAF Group:

SAF Group is a Canadian Private Credit platform providing direct lending and asset-based financing solutions to diversified businesses across Canada. Founded in 2014, the firm has built a reputation for disciplined investing, creative structuring, and long-term partnership, with a focus on expanding Canadian investment opportunities. Backed by institutional and private wealth investors, SAF Group continues to grow its platform across the Canadian private capital market.

Position Overview:

SAF Group is seeking a motivated, relationship-driven Associate, Private Wealth to support the continued growth of our private wealth platform – a strong fit for a driven professional who enjoys building meaningful relationships, identifying new opportunities, and helping investors access differentiated private market solutions.

Working directly with the Director, Private Wealth and the Capital Formation Lead, you will expand SAF Group's network of financial advisors, family offices, high-net-worth investors, and strategic partners across Canada. Success requires strong communication skills, a consultative approach to business development, and a genuine interest in capital markets and private credit.

Key Responsibilities:

- Build and strengthen relationships with financial advisors, family offices, high-net-worth investors, and other prospects through regular meetings and ongoing communication.
- Cultivate new business through proactive prospecting, networking, referrals, and industry events to grow SAF Group's investor base.
- Develop and execute a strategic business development plan with the Director, Private Wealth to expand assets under management.
- Deliver an exceptional client experience through consistent communication with existing investors, prompt responses to inquiries, and opportunities to deepen relationships.
- Maintain an organized sales pipeline in the firm's CRM, accurately documenting business development activity, client interactions, and fundraising opportunities.
- Stay current on private credit, capital markets, and the broader investment landscape to communicate industry trends and investment opportunities effectively.

Qualifications/Core Competencies:

- Legally eligible to work in Canada.
- Fluency in spoken and written English, with exceptional communication and presentation skills.
- Bachelor's degree in Finance, Marketing, Economics, or a related field.

- Genuine interest in capital markets, private credit, and alternative investments, with a commitment to continuous learning and professional development.
- Experience in financial services, asset management, wealth management, private markets, or business development preferred.
- Proven ability to build trusted relationships, generate new business, and deliver a high standard of client service.
- Self-motivated and results-oriented, able to work independently while contributing to a collaborative, entrepreneurial team.
- Strong organizational and time management skills, able to prioritize multiple opportunities and manage a dynamic sales pipeline.
- CFA, CIM, CSC, or other relevant industry designations are an asset, not a requirement.

What We Offer:

- Competitive salary, performance-based bonus, and comprehensive benefits including HSA, WSA, vision, dental, and RRSP matching.
- Regular team-building events and activities.
- A supportive culture that emphasizes excellence, collaboration, innovation, and continuous learning.

How to Apply and Our Recruitment Commitments:

- Submit your resume and cover letter detailing your experience and qualifications to careers@safgroup.ca. Applications are reviewed on a rolling basis. We thank all applicants; only those selected for an interview will be contacted.
- SAF is an equal opportunity employer. We celebrate the diversity of our employees and maintain specific policies to prevent discrimination in our hiring practices.