



Indigenous.Link

Canada's fastest growing Indigenous career portal, Careers.Indigenous.Link is pleased to introduce a new approach to job searching for Indigenous Job Seekers of Canada. Careers.Indigenous.Link brings simplicity, value, and functionality to the world of Canadian online job boards.

Through our partnership with Indigenous.Links Diversity Recruitment Program, we post jobs for Canada's largest corporations and government departments. With our vertical job search engine technology, Indigenous Job Seekers can search thousands of Indigenous-specific jobs in just about every industry, city, province and postal code.

Careers.Indigenous.Link offers the hottest job listings from some of the nation's top employers, and we will continue to add services and enhance functionality ensuring a more effective job search. For example, during a search, job seekers have the ability to roll over any job listing and read a brief description of the position to determine if the job is exactly what they're searching for. This practical feature allows job seekers to only research jobs relevant to their search. By including elements like this, Careers.Indigenous.Link can help reduce the time it takes to find and apply for the best, available jobs.

The team behind Indigenous.Link is dedicated to connecting Indigenous Peoples of Canada with great jobs along with the most time and cost-effective, career-advancing resources. It is our mission to develop and maintain a website where people can go to work!

Contact us to find out more about how to become a Site Sponsor.

Corporate Headquarters:

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Job Board Posting



Careers.Indigenous.Link

Date Printed: 2024/04/28

Senior Manager, Marketing - Campaigns - The Source

Job ID 234402-en_US-2055

Web Address

https://careers.indigenous.link/viewjob?jobname=234402-en_US-2055

Company Bell

Location Barrie, ON

Date Posted From: 2019-05-21 To: 2050-01-01

Job Type: Full-time Category: Miscellaneous

Description

Req Id:234402The Source is Canada's largest tech retailer, and every day we come into work excited to share cool tech and amazing brands with our fellow Canadians. From your local shopping centre to cool music festivals, we are where Canadians live, work and play. Every day our Associates across the country help Canadians find the tech they want and need. The Source is a great place to work and we are committed to your development through best in class training programs that help you do your best. Behind our in-store Associates is a supporting team of professionals who curate our product assortment, ensure on-time deliveries, create engaging marketing campaigns and help keep our systems running at peak capacity. We are passionate about what we do and look for individuals with their own passion, curiosity and genuine helpfulness to join us. The career you want. Jointly with direct report(s), this role leads go-to-market execution of marketing campaigns to drive traffic and sales. You will translate quarterly plans into specific campaigns and ensure all elements of campaign support (in-store, website, paid media, owned assets) are executed consistently and in a well-integrated manner. You will collaborate with the Merchandising, Sales, Retail Execution, Visual Merchandising and Creative teams to bring campaigns to life. You and your team will manage cross-functional participation and action registers to ensure all campaigns execute with excellence, organizational support is aligned to common goals and teams work in collaboration to drive strong results across all 6Ps. Accountabilities: Oversee cross-functional execution of marketing campaigns Ensure that project timelines are met, messaging is consistent across channels (in and out of store), and opportunities or gaps are addressed or escalated in a timely fashion Develop briefs, workback schedules, host campaign project meetings to direct cross functional participation Manage promotional plans and calendars, including a rolling 6-month calendar of upcoming activity Act as a SME on campaigns, providing readiness and results updates to stakeholders and senior leadership Monitor competitive activity, best practices and trends to continually innovate campaigns Provide coaching and continuously develop direct reports

Skills we're looking for: Experience executing campaigns across large scale / multi-tactic / multi-stakeholder organizations Cross functional collaboration and leadership Strong attention to detail and superb organizational skills to manage multiple projects simultaneously An understanding of how various parts of the organization work jointly to deliver on campaign goals An

understanding of marketing processes, including creative, media and production An understanding of consumer communication principles across paid media and owned assetsAbility to quickly adjust plans based on strategy changes or competitive insights

Position Type: ["Corporate Careers"]

Position: Senior Manager, Marketing - Campaigns - The Source

Job Location: Canada : Ontario : Barrie

Application Deadline:05/31/2019As Canada's neighborhood tech retailer you have the opportunity to work close to home, we're proud to offer a competitive compensation package including an extensive recognition and rewards program, career development opportunities, multi faceted training programs, competitive medical and dental benefits, charity and volunteer opportunities and of course, associate discounts!The Source celebrates and embraces diversity as part of our culture. We strive to be an inclusive, equitable and accessible environment that supports both our internal and external customers, ensuring everyone feels valued and respected.

Pour plus d'informations, visitez Bell pour Senior Manager, Marketing - Campaigns - The Source