



# 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:

Toll Free Phone: (866) 225-9067

Toll Free Fax: (877) 825-7564

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# Job Board Posting



Careers.Indigenous.Link

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## Senior Manager, Marketing - CRM & SEM - The Source

<b>Job ID</b>	<b>234403-en_US-4808</b>	
<b>Web Address</b>	<a href="https://careers.indigenous.link/viewjob?jobname=234403-en_US-4808">https://careers.indigenous.link/viewjob?jobname=234403-en_US-4808</a>	
<b>Company</b>	Bell	
<b>Location</b>	Barrie, ON	
<b>Date Posted</b>	From: 2019-05-21	To: 2050-01-01
<b>Job</b>	Type: Full-time	Category: Miscellaneous

### Description

Req Id:234403The 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! As the Senior Manager, Marketing - CRM & SEM, you will be responsible for planning, executing and forecasting the performance and profitability of the CRM and email marketing programs. This is an exciting opportunity to support the transformation of the brand and the business leveraging category journey's, and segmentation for improved targeting. Leadership

- Lead campaign execution for all email efforts across all categories, with a constant focus on optimization to achieve click-through rate, lead, conversion, renewal and other key engagement goals

### Portfolio Management

- Establish and maintain campaign calendar that balances business needs with the growth and inbox reputation of our email database
- Manage and optimize paid search ensuring the website, blog and online pages appear among the top results
- Project manage end-to-end process, in collaboration with key stakeholders, with a focus on strategy, workflow, schedules, content and segmentation for all channels
- Develop a communication strategy that will deepen our profiling and understanding of our customers, leveraging various data insights
- Optimize the current direct marketing program through improved customer acquisition, targeting, retention, segmentation and personalization

- Partner with the Business Intelligence team to establish dashboards and automated reports with KPI's to support data-driven business decisions
- Partner with the marketing, creative and web teams to align marketing plans and drive online revenue
- Other duties as required

Skills we're looking for.

- Post-secondary education in Marketing, Communications or a related discipline
- Experience with Paid Search (SEM)
- Minimum 3-5 years of Marketing experience, with a focus on CRM
- Proven history of successful email marketing campaigns, preferably in a retail environment
- Advanced computer skills; knowledge of Microsoft Office and Salesforce Marketing Cloud
- Excellent communication skills, both written and verbal
- Hands-on experience with deploying end-to-end email campaigns via a major ESP or CRM platform
- Demonstrated ability to translate analytical data into strategic ideas and segmentation with follow-through
- Previous experience in Wireless, Telecom or Consumer Electronics is an asset

Position Type: ["Corporate Careers"]

Position: Senior Manager, Marketing - CRM & SEM - The Source

Job Location: Canada : Ontario : Barrie || Canada : Ontario : Toronto

Application Deadline: 06/24/2019; As 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 - CRM & SEM - The Source