



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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Toll Free Fax: (877) 825-7564

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Job Board Posting



Careers.Indigenous.Link

Date Printed: 2024/07/01

Sr. Analyst, Acquisition Marketing

Job ID	307676-en_US-5532	
Web Address	https://careers.indigenous.link/viewjob?jobname=307676-en_US-5532	
Company	Rogers	
Location	Toronto, ON	
Date Posted	From: 2024-04-08	To: 2050-01-01
Job	Type: Full-time	Category: Telecommunications

Description

Looking to join a growing financial services team Rogers Bank, a subsidiary of Canada's leading wireless, cable and media company, is expanding and seeking passionate individuals to develop and implement innovative financial solutions and experiences. The bank offers unique cash-back benefits and financing options for Rogers purchases using cutting-edge technology. Interested Take the next step and consider this opportunity to make a meaningful impact with Rogers Bank. We are seeking an experienced Senior Analyst of Acquisition Marketing who will be responsible for driving customer acquisition efforts through comprehensive CRM strategies, optimizing digital sales channels, and collaborating effectively with marketing agencies. The ideal candidate will have a strong analytical mindset, a deep understanding of CRM systems, proficiency in digital marketing techniques, and excellent communication skills to liaise with internal teams and external partners.

Reporting to the Senior Manager, Acquisition Marketing, the Senior Analyst will work collaboratively in an Agile Marketing environment to execute campaigns, test and learn and optimize campaigns for maximum results.

What You Will Do:

- Develop acquisition campaigns and strategies to drive acquisition growth and targets for Rogers Bank
- Lead digital creative development with external agencies and internal brand teams to ensure messaging and tone are aligned to customer insights and personalization
- Develop a strategic test-and-learn optimization plan, implementing best-in-class methodologies to achieve business and compliance objectives
- Work with Credit Risk, Product and Data Insights teams to build out quarterly and annual plans that operate within the Bank's approved risk appetite
- Monitor, track, and report on campaign performance on a regular basis and provide recommendations to evolve future campaigns
- Develop acquisition forecasts based on previous trends and track performance against monthly targets

What You Bring:

- Bachelor's degree in business, marketing or equivalent, with 5+ years of progressive experience in the financial services industry
- Knowledge of key marketing, regulatory principles and best practices across all marketing channels and financial products
- Strong brief writing skills and ability to articulate context, objectives, offers, and strategic recommendations
- The ability to capture, read, and understand marketing performance data, and to distill disparate information into clear insights that will guide future decisions
- Demonstrated ability to work effectively with cross functional partners and vendors through collaboration and open communication
- A customer centric approach to marketing
- Highly organized, detail-oriented, and able to multi-task within tight deadlines
- Strong project management capabilities
- Proficient in MS Excel, PowerPoint and PowerBI
- Strategic thinker with a creative mindset and a passion for driving results

As part of the recruitment process, the selected candidate will be required to complete a background check which includes credit and criminal checks.

Schedule: Full time
Shift: Day
Length of Contract: Not Applicable (Regular Position)
Work Location: 1 Mount Pleasant (083), Toronto, ON
Travel Requirements: None
Posting Category/Function: Marketing & Marketing Communication
Requisition ID: 307676

At Rogers, we believe the key to a strong business, is a diverse workforce where equity and inclusion are core to making everyone feel like they belong.

We do this by embracing our diversity, celebrating our different perspectives, and working towards creating environments that empower our people to bring their whole selves to work. Everyone who applies for a job will be considered. We recognize the business value in creating a workplace where each team member has the tools to reach their full potential by removing any barriers for equal participation. We work with our candidates who are experiencing a disability throughout the recruitment process to ensure that they have what they need to be at their best. Please reach out to our recruiters and hiring managers to begin a conversation about how we can ensure that you deliver your best work. You matter to us! For any questions, please visit the http://Recruitment Process FAQhttps://performancemanager4.successfactors.com/doc/custom/RCI/Recruitment_Process-FAQ-EN.pdf. Successful candidates will be required to complete a background check as part of the hiring process.

Posting Notes:
Rogers Bank

For more information, visit Rogers for Sr. Analyst, Acquisition Marketing