



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

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Job Board Posting



Careers.Indigenous.Link

Date Printed: 2024/06/30

Manager Marketing Automation

Job ID	310005-en_US-6702	
Web Address	https://careers.indigenous.link/viewjob?jobname=310005-en_US-6702	
Company	Rogers	
Location	Toronto, ON	
Date Posted	From: 2024-05-24	To: 2050-01-01
Job	Type: Full-time	Category: Telecommunications

Description

Are you ready to take your career to new heights and be a part of a dynamic team at Rogers Sports & Media? We believe in creativity, innovation, and collaboration in everything we do, and we are looking for people who share this mindset to join us. With a monthly reach of 30 million Canadians, you can help shape the future of sports, news, e-commerce, and entertainment. At Rogers, we value diversity and inclusivity and believe that every voice matters. Join us today and be a part of a team that is redefining the future of media.

We're looking for a Manager, Marketing Automation to support B2B Salesforce Communication for the Rogers Sports & Media Revenue Team. In this role you will be responsible for helping to manage our marketing automation strategy, namely email marketing and customer segmentation. This is a unique opportunity to tackle the interesting and complex challenges of an evolving B2B business.

As the Manager, Marketing Automation, the successful candidate will develop, evolve and manage our email marketing capabilities using Salesforce Marketing Cloud. They will own the platform end-to-end and be ultimately responsible for ensuring the right customer gets the right email communication at the right time, according to plan.

This role is equal parts technologist, data scientist, operations expert and marketing strategist. We are looking for someone who can get right into the details; coding emails or querying audience segments; as well as map processes and support on automated email marketing across the company. This candidate is data-driven and can translate analysis and KPIs to gain buy-in from cross-functional stakeholders and drive ongoing operational improvements.

What you will do...

- Be a Salesforce Marketing Cloud expert at Rogers Sports & Media
- Bring thought leadership around email marketing and lifecycle communication to our team; with a strong understanding of best-in-class email marketing capabilities you will create and oversee a best-in-class program at Rogers Sports & Media
- Partner with the Trade Marketing, Go to Market and Sales teams to better understand customer acquisition goals
- Be responsible for segmentation and targeting capabilities (SQL) and utilizing first party customer data (DTC) to personalize the email communication experience
- Build and manage automation and triggered email journeys based on customer, content, strategic, and payment related events
- Establish and enforce email deployment cadence rules and restrictions across the teams, including strict regulatory adherence and management of the preference centre (CASL)
- Drive ongoing improvement of all KPIs: open rate, deliverability, click rate, opt-out rate, conversion rate, revenue and specific business goals
- Develop and distribute weekly, monthly and long-term reporting that includes strategic insights and recommendations based on performance
- Design and implement lead gen features and functionality to drive email list growth
- Approval and QA of deployments / automations
- Manage leads coming through RogersSportsandMedia.com contact us form
- Create all new lead gen forms / landing pages within Marketing Cloud

What you will bring...

- Proven operational experience developing, launching and managing a robust email marketing or marketing automation program for digital products / businesses. Preferably with a DTC / B2C focus
- Experience with the process, workflows and technical capabilities necessary to be

successful in marketing automation

- Strong organizational, analytical and management skills, with the ability to balance multiple projects and products successfully and efficiently
- Excellent communication skills, with the ability to get across complex information at all levels of the organization, internally and externally
- Ability to influence without authority through effective communication, negotiation and collaboration
- A strong understanding of business objectives, industry dynamics and competitor products
- An innate instinct for the customer experience and journey
- Ability to navigate both creative and technical conversations
- Understanding of processes related to all three of marketing, content creation and software development functional areas
- A commitment and passion to the details

Technical skills:

- Extensive experience with Salesforce Marketing Cloud, including journey builder, audience builder, automation studio, etc.
- Proficiency in CSS / HTML as it applies to responsive email design with dynamic content
- Ability to work with SQL and relational databases as it relates to segmentation and targeting
- Proficiency in Photoshop
- Expertise in email deliverability best practices
- Expertise in A/B testing and conversion optimization
- Ability to envision intricate customer journeys/drip campaigns

What you can expect in return:

- A competitive salary and benefits that include access to our Employee Share Accumulation Program, Retirement Benefits and a variety of other perks including 50% off Rogers services and Blue Jays tickets
- A manager who deeply cares about your development and long-term career at Rogers
- A team that trusts and wants to win together
- Smart and accomplished colleagues who are focused on both the *what* and the *how*
- Your choice of hardware and software (iPhone or Android/Mac or PC etc.)

Schedule: Full time
Shift: Day
Length of Contract: Not Applicable (Regular Position)
Work Location: 1 Mount Pleasant (083), Toronto,
ON
Travel Requirements: Up to 10%
Posting Category/Function: Marketing & Marketing Communication
Requisition ID: 310005

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 https://performancemanager4.successfactors.com/doc/custom/RCI/Recruitment_Process-FAQ-EN.pdf
Recruitment Process FAQ

Successful candidates will be required to complete a background check as part of the hiring process.

Posting Notes: Rogers Sports & Media

For more information, visit Rogers for Manager Marketing Automation