



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

L9 P23 R4074 HWY 596 - Box 109

Keewatin, ON P0X 1C0

Job Board Posting



Careers.Indigenous.Link

Date Printed: 2024/06/30

Marketing Specialist - TV Brands (12 Month Contract)

Job ID	311747-en_US-5693	
Web Address	https://careers.indigenous.link/viewjob?jobname=311747-en_US-5693	
Company	Rogers	
Location	Toronto, ON	
Date Posted	From: 2024-06-26	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.

Marketing Specialist TV Brands

Who we're looking for:

Rogers Sports & Media is looking for strong executor and strategic planner to help elevate our brands, social media and marketing presence across our TV portfolio. This role requires someone with strong creative sensibilities, social media skills, brand management skills, a detailed focus, and experience in briefing multi-facet campaigns with media agency, creative and internal media planning partners. You will play a key role in the development of industry-leading marketing campaigns for our audiences across all platforms. In addition, the ideal candidate will understand, analyze, and react to the rapidly evolving media landscape, marketplace and content consumption habits of audiences across Canada.

What you'll do:

- Contribute to the brand strategy across the TV portfolio, developing the insight-driven roadmap for marketing-led growth
- Ensure the individual brand identity is consistent across all consumer touchpoints
- Assist with strategic planning and the full-year campaign planning process across the TV brands, with audience reach, acquisition and engagement in mind
- Contribute to the brand presence and content development across social media channels. Planning social media roll out campaigns (organic & paid), create and develop original social content, daily activity across socials and maintain community engagement.
- Leverage insights, analytics and trends to inform marketing and campaign strategies, in order to determine key tactics to grow audiences in both traditional and digital media environments
- Work collaboratively with programming, sales, digital and content/editorial teams to provide insights, ideate and produce best-in-class communications that drives ratings and revenue goals
- Support the Manager in agency planning and budget management process, taking the lead on key projects, and ensuring campaigns are delivered on time and on budget
- Be the knowledge base for all marketing touchpoints clearly articulating campaign goals and objectives to agency and creative partners to deliver effective marketing solutions
- Identify opportunities to grow brand visibility amongst core audience targets
- Ensure campaign delivery processes are clearly articulated to all stakeholders to manage the end-to-end process with internal and external partners, never missing a deadline
- Work closely with internal content and media teams optimize campaign effectiveness and achieve tactical objectives on owned and operated channels
- Contribute to a strong team culture of passionate marketing professionals, sharing insights and plans to ensure full team understanding and support
- Contribute to budget planning and executional excellence

What you bring:

- A solid understanding of the Canadian media environment and strong knowledge of the TV / entertainment industry
- Understanding and knowledge of social media: IG, FB, X, YouTube, TikTok
- Photoshop skills
- Experience in brand management, advertising development and/or campaign planning
- 3+ years marketing experience, with proven ability to work collaboratively

with cross-functional teams to achieve campaign goals

- An analytical lens to maximise campaign performance and drive business growth via all advertising channels
- Demonstratable knowledge of broadcast, streaming and digital media
- Strong attention to detail with proven experience in development and delivery of high-profile, multi-channel campaigns
- Demonstratable experience across a broad range of media and an understanding of the purpose of media in the marketing funnel
- A proven ability to build strong and successful relationships with key stakeholders, taking initiative to help deliver results
- Strong work-ethic and a desire to contribute to a team that is focussed on success

This is a hybrid work position and will require you to be in office three days per week. You can choose which days in office work best for you

Schedule: Full time
Shift: Day
Length of Contract: 12 Months
Work Location: 1 Mount Pleasant (083), Toronto, ON
Travel Requirements: Up to 10%
Posting Category/Function: Marketing & Marketing Communication
Requisition ID: 311747

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 Marketing Specialist - TV Brands (12 Month Contract)