



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: 2025/09/30

Activation Specialist - Radio & Media

Job ID	311807-en_US-7052	
Web Address	https://careers.indigenous.link/viewjob?jobname=311807-en_US-7052	
Company	Rogers	
Location	Ottawa, ON	
Date Posted	From: 2025-09-29	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.

Activation Specialist

Who we're looking for: Rogers Sports and Media is looking for an Activation Specialist to assist in executing integrated campaigns that our audience and clients will love across our Radio Brands. Reporting to the Branded Content & Integrations Lead, this individual will be highly organized and have tremendous people and communications skills. In this role you will collaborate to create, plan, and execute on-air and online contests, sponsorships, branded content, and integration campaigns.

If you love media, making connections in the community, and understand that a radio station's superpower is engaging locally and delivering positive results for clients, we encourage you to apply for this position.

What you'll do:

- Coordinate campaigns as directed by a Branded Content & Integration Lead, ensuring all tactics are delivered and launch on time and within the expectations of our partners, along with gathering post-campaign insights.
- Develop and execute promotional ideas and plans.
- Support Content Directors as needed with contest setup, fulfilment, and key on-site activations that enhance our brands.
- Work collaboratively with Talent, Content, Revenue, and Production to execute campaigns.
- Maintain project and tracking calendars.
- Build proposals for internal and external clients.
- Setup and lead station events and on-site activity.

What you bring:

- Highly detail oriented with exceptional organizational skills.
- Strong interpersonal and communication skills.
- A solutions mindset and a flair for creative problem solving.
- A growing understanding of media consumption trends, behaviours, and branded storytelling.
- Self-motivated, team player with a positive attitude and a strong desire and passion to succeed.
- Ability to work well under minimal supervision in a fast-paced environment.
- Understanding of all social media platforms and best use.
- Real world content and contest creation experience is an asset.
- Strong computer skills, including Microsoft Word, Power Point, Excel, Photoshop, and WordPress.
- Must be willing to work flexible hours.
- Must hold a valid CLASS G driver's licence and provide driver's abstract.

What's in it for you?

We believe in investing in our people and helping them reach their potential as valuable members of our team. As part of our team, you'll have access to a wide range of incredible resources, growth opportunities, discounts, and perks, including:

- Discounts: Enjoy up to 50% off Rogers Services and Blue Jays Tickets, 25% off TSC items, and a 20% discount on all wireless accessories sold in Rogers stores.
- Company matching contributions to charities you

support </p>>Growth & Development Opportunities:</p>Self-driven career development programs (E.g. MyPath program)Rogers First: priority in applying to internal roles of interest</p>>Wellness Programs:</p>Homewood employee & family assistance programCognitive Behavioural Therapy (CBT) & Virtual therapy sessions o Low or no-cost fitness membership with access to virtual classes</p>>Our commitment to the environment and diversity:</p>Work for an organization committed to environmental protectionStrong commitment to diversity and inclusion with employee resource groups supporting equity-deserving groups including groups representing People of Colour, 2SLGBTQIA+, Indigenous Peoples, Persons with Disabilities and Women. We all bring something different, and we know what makes us different makes us great.</p> </p></p> </p></p>To protect our people, brand and assets, a pre-employment background check will be conducted. As part of our selection process, all candidates must clear a criminal background check. Additionally, a credit check and drivers abstract may be required depending on the role.</p></p> </p></p>Schedule: Full time
Shift: Day
Length of Contract: Not Applicable (Regular Position)
Work Location: 475 Richmond Rd. (100), Ottawa, ON
Travel Requirements: Up to 10%
Background Check(s) Required: Canadian Criminal Record Check and Driver's Abstract
Posting Category/Function: Marketing & Marketing Communication
Requisition ID: 311807</p></p> </p></p>To support career growth, collaboration, and high-performing teams, all Corporate Employees are expected to work onsite a minimum of four (4) days per week starting October 6, 2025, increasing to five (5) days per week effective February 2, 2026. We believe that in-person connection strengthens our culture and drives industry-leading performance.</p></p> </p></p>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.</p></p> </p></p>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 </a href="https://performancemanager4.successfactors.com/doc/custom/RCI/Recruitment_Process_FAQ_EN.pdf"></u style="color:#da291c;text-decoration:underline">Recruitment Process FAQ</u></p></p> </p></p>Posting Notes: Rogers Sports & Media</p>

For more information, visit [Rogers for Activation Specialist - Radio & Media](#)