



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

Date Printed: 2024/06/30

Marketing Manager

| | | |
|--------------------|---|--------------------------------------|
| Job ID | 66-E3-60-2A-12-99 | |
| Web Address | https://careers.indigenous.link/viewjob?jobname=66-E3-60-2A-12-99 | |
| Company | Northwestel | |
| Location | Whitehorse, Yukon | |
| Date Posted | From: 2024-06-19 | To: 2024-07-19 |
| Job | Type: Full-time | Category: Creative Media and Writers |
| Languages | English | |

Description

The Marketing Team develops strategy and manages the implementation of marketing and communications campaign to help business and consumer segments meet objectives. The Marketing Manager will report to the Senior Manager, Marketing and will work cross-functionally with partners throughout the organization including: Product Management, Sales/Support Channels, Customer Intelligence as well as Legal and Field teams. The Marketing Manager will be passionate about learning, delivering against results and will possess strong interpersonal, analytical, strategic thinking and tactical skills.

The Marketing Manager will lead the development, implementation, and analysis of end-of-end marketing campaigns. Includes campaigns across all channels and tactics including direct mail, outbound telemarketing, digital marketing, retail, door to door, plus various grassroots activities leveraging the entire product/services portfolios.

Employment Equity

Northwestel values diversity in the workplace and is committed to the goals of Employment Equity. We strive to achieve a skilled workforce that is representative of the population we serve, and as a Northern company, we are committed to the employment and career development of our Indigenous peoples. Candidates must clearly indicate on their application if they are an Indigenous person, a woman, a person with a disability, or a visible minority if they wish to receive hiring preference.

Specific Accountabilities

Manage and/or support marketing programs:

Ideate: Interpret marketing and customer data to identify opportunities to grow Northwestel product market share and improve customer experience

Create: Create compelling and strategic presentations to drive buy-in and alignment across key campaign stakeholders.

Develop creative assets internally or through agencies

Execute: Work cross-functionally with Offer and Pricing, Customer Intelligence, Channels and Marketing

Communications and Agency teams to bring campaigns to market. Manage projects involving social media, digital platforms, employee engagement, and community engagement.

Analyze: Weekly, ad hoc and post mortem campaign results analysis

Knowledge and Competencies Required

This position requires a bachelor's degree in Marketing or Creative fields (Business, Marketing, Communications, Creative or Web Design/Development) combined with a minimum of three years marketing experience, preferably in the telecommunications industry.

Skills required:

Advanced MS Office skills, particularly MS Excel and MS PowerPoint

Experience working with digital teams, external advertising or creative agencies etc.

Creative and design focused.

Demonstrated interpersonal skills, the ability to build and foster teams and deliver against a common objective

Excellent communication both written and verbal.

Strong sense of autonomy and initiative.

Highly organized and detail oriented, with the ability to manage multiple projects simultaneously

Keen interest in communications technology (including Internet and Video), and the flexibility to respond to rapid changes in the market.

What We Offer You

Health & Wellness Benefits, Pension Plan, Discounts

Team Incentive Bonus

Paid Vacation with a Vacation Travel Allowance

Work-Life Balance

Community Involvement

As a safety conscious CORâ,,ç Certified organization, we have an established and comprehensive safety program. We expect all employees to participate in our organizational health and safety programs, adhering to all safe work procedures focused on continuous improvement.

How to Apply

Click "Apply Now"