



# 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: 2024/05/06

## Digital Marketing Manager, Sports & Media

**Job ID** 213953-en\_US-2211

**Web Address**

[https://careers.indigenous.link/viewjob?jobname=213953-en\\_US-2211](https://careers.indigenous.link/viewjob?jobname=213953-en_US-2211)

**Company** Rogers

**Location** Toronto, ON

**Date Posted** From: 2021-01-19 To: 2050-01-01

**Job** Type: Full-time Category: Telecommunications

### Description

Come play a key role in building the future of Sports & Media! Everyone wants to be part of a transformational team – and that’s exactly what we’re building at Rogers Sports & Media. A team that innovates and a team that wins.

At Rogers Sports & Media we are committed to creating and growing teams that are digital-first, fast-moving and bold-thinking and are focused on delivering impact with everything they do. Our impressive collection of assets includes media properties, sports teams, sports events & production, venues, e-commerce platforms and a close connection with our Connected Home and Wireless team. Collectively, we connect 30 million Canadians every month!

Not only is our business strong, but so is our culture. We genuinely care about each other and working in an environment that allows each of us to bring our best authentic selves to work. That starts with our firm commitment to a diverse, inclusive and safe workplace. We’re also dedicated to giving back by using our media megaphone to help Canadians who need it most. Our team is All IN on diversity and inclusion – find out more at <https://www.allinforequity.ca/>.

As we grow our team, the well-being of our team members remains our top priority. To ensure the health and safety of our team members, including those in the recruitment process, our team members are working from home, and are equipped to do so safely and efficiently.

Are you up for the challenge and the fun? If so, consider the following opportunity! We’re looking for a Digital Marketing Manager to help us grow the Rogers Sports & Media brand and connect with marketers and partners through data-driven and personalized communications.

**What you will do:**

- Owning our digital B2B marketing strategy including web, email and social channels
- Creating customer journeys through Salesforce Marketing Cloud and managing our email marketing program
- Developing our website roadmap, monitoring performance and identifying and acting on opportunities for continuous improvement in partnership with our digital media team
- Developing email templates and other digital assets in partnership with our in-house,

award-winning creative team&#x2014;Maximizing attendance and success of our virtual events in partnership with our events team

- &#x2022; Creating and distributing thought leadership content through our website, email, Twitter and LinkedIn
- &#x2022; What you will bring:
- &#x2022; Is naturally curious and driven to win
- &#x2022; Cares about people and the world around them
- &#x2022; Has a digital-first and analytical mindset
- &#x2022; Is a bold, strategic, creative thinker
- &#x2022; Has a solid track record in digital marketing
- &#x2022; Is passionate about media and advertising
- &#x2022; Understands the challenges marketers are facing today

Here's 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"
- Flexibility to work from home even after the pandemic ends
- Your choice of hardware and software (iPhone or Android/Mac or PC etc.)

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**What makes us different makes us stronger.**

Rogers has a strong commitment to diversity and inclusion. 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. At Rogers, we value the insights and innovation that diverse teams bring to work. We work with our candidates with disabilities 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/RCl/Rogers+Inbox+FAQ+April+2019+----+UPDATED\\_+\(002\).pdf](https://performancemanager4.successfactors.com/RCl/Rogers+Inbox+FAQ+April+2019+----+UPDATED_+(002).pdf)

**FAQ:**

**Schedule:**

**Full time**

**Shift:**

**Length of Contract:** Not Applicable (Regular Position)

**Work Location:** 1 Mount Pleasant (083), Toronto, ON

**Travel Requirements:** Up

to 10%</div></div><strong>Posting Category/Function: </strong>Marketing  
& Marketing Communication</div></div><strong>Requisition  
ID:</strong> 213953</div></div>&#160;</div></div>Posting Notes:&#160;  
Media&#160;</div>

For more information, visit [Rogers for Digital Marketing Manager, Sports & Media](#)