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:
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Toll Free Fax: (877) 825-7564
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Job Board Posting

Date Printed: 2024/05/02

Careers.Indigenous.Link

Manager, Regional Marketing

Job ID	**215749-en_US-7382**	
Web Address	https://careers.indigenous.link/viewjob?jobname=215749-en_US-7382	
Company	Rogers	
Location	Ottawa, ON	
Date Posted	From: 2021-02-22	To: 2050-01-01
Job	Type: Full-time	Category: Telecommunications

Description

<p>At Rogers, we connect Canadians to a world of possibilities and the memorable moments that matter most in their lives. Every day we wake up with one purpose in mind. To bring loved ones together from across the globe. To connect people to each other and the world around them. To help an entrepreneur realize their dream. A sports fan celebrate a special moment.

Because we believe connections unite us, possibilities fuel us, and moments define us. 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.
 </p><p>NOTE: Open to considering candidates located outside the Ottawa area (preferably South Western Ontario)</p><p>We are looking for a passionate and creative marketer with a track record of success and a desire to grow. You strive for great work that not only breaks through with innovative ideas, but helps deliver against business objectives. You come prepared with analytical and competitive facts, strategic thinking to support your recommendations, and are solution-oriented. You are able to prioritize and juggle many tasks at once, while always keeping the consumer front and centre.</p><p>We are looking for someone with strong comprehension of targeted/performance-based marketing for the newly formed New Market Development team. You have an aptitude for strategic thinking and delivering insights-driven creative. You are comfortable developing communication briefs, understanding media plans & their impact to the business, and comprehend the value they bring to the overall process. You excel at forming cross-functional relationships.</p><p>This individual will develop and execute a variety of campaigns, with the end goal of driving business results while improving key brand attributes. The focus in New Home Construction will be on the regions of South West Ontario, Ottawa and the Atlantic provinces of New Brunswick and Newfoundland.</p><p>What you will be doing:</p>
Work with the builder partners to leverage co-branding and cooperative programs in order to reach purchasers of new homes
Brief, develop, and implement targeted campaigns that get the right message to the right customer at the right time. Translate brand strategies, positioning and customer insights into a strategic brief that leads to inspirational concepts and tactics that deliver on business objectives
Work in close partnership with Consumer Insights on ongoing Brand Tracking and adhoc research to ensure delivery of KPIs as well as generating relevant insights for Campaign development
Support the delivery of a consistent brand voice, personality and visual identity across all platforms
Work closely with the Rogers roster of agency partners
Support the Senior Manager in the development of annual and quarterly planning cycles, including objectives, key performance indicators, and provide performance monitoring in collaboration with internal stakeholders
Collaborate with internal partners to ensure brand consistency in all communication pieces, including retail, Rogers.com, etc.
Leverage data and insights, to optimize current programs and plan for future initiatives.
<p>What you have:</p>
University degree, preferably in marketing or communications.
4+ years experience, either in-house or at a creative agency, managing large integrated campaigns including but not limited to TV and Digital
Excellent thoroughness and organization; able to manage a large number of projects simultaneously.
Strong communication skills; able to establish relationships and to influence.
Experience translating consumer insights into actionable and compelling marketing tactics
Ability to work collaboratively and cross-functionally in a fast-paced environment
<p> </p><div>Schedule: Full time</div><div>Shift: Day</div><div>Length of Contract: Not Applicable (Regular Position)</div><div>Work Location: 475 Richmond Rd. (100), Ottawa, ON </div><div>Travel Requirements: Up to 10%</div><div>Posting Category/Function: Marketing & Marketing Communication</div><div>Requisition ID: 215749</div><div> </div><div>Together, we'll make more possible, and these six shared values guide and define our work:</div><div> </div>
Our people are at the heart of our success
Our customers come first. They inspire everything we do
We do what’s right, each and every day
We believe in the power of new ideas
We work as one team, with one vision
We give back to our communities and protect our environment
<div> </div><div><p>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 Rogers FAQ.</p></div><div> </div><div>Posting Notes: Marketing </div>

For more information, visit Rogers for Manager, Regional Marketing