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

Customer Briefing Program Manager

Job ID	**219864-en_US-6639**
Web Address	https://careers.indigenous.link/viewjob?jobname=219864-en_US-6639
Company	Rogers
Location	Toronto, ON
Date Posted	From: 2021-05-06 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.</p><p> </p><p>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 temporarily working from home.</p><p>Rogers for Business is looking for passionate, goal-oriented individuals to join our winning team. We are currently looking for a Program Marketing Manager based in Toronto.</p><p>The successful candidate will be responsible for the strategy and execution of high-impact marketing programs for some of our highest value strategic accounts. Fundamental to the success of this role is the ability to be a strategic marketer, thrive in a fast-paced industry and comfortably navigate a matrix organization.</p><p>What you'll be doing:</p>
Manage the end-to-end customer briefing strategy and operations including:
Funnel Management – intake, prioritization and scheduling for briefing requests
Develop strategy and objectives for each briefing
Arrange subject matter experts and executive speakers
Prepare customer facing presentations and related multimedia requirements
Define and execute on hospitality requirements for each briefing
Facilitate customized customer experience
Develop and implement program level metrics to measure success and drive improvements
Regular program reporting
Implementing technology &amp; IT: demos, demo kits, tours, presentation tools and in room technology
Support regional marketing teams by providing national Customer Briefing Program Strategy
Create and manage monthly program budget and forecasting ROI of programs
Management and maintenance of customer briefing program roster of speakers
Represent R4B marketing during the design, planning and construction of any physical Briefing Centre projects Provide direction and guidance to briefing and event process improvements across the organization
<p>What you bring:</p>
Strong presentation skills and ability to demonstrate understanding of business needs
Strong written/oral communications and analytical skills
Demonstrated ability to facilitate discussions keeping participants on topic and within scheduled timelines
Ability to work effectively with all levels of management and functional disciplines
Confidence in working with senior leaders and sales teams to drive successful program development and execution
Able to craft effective executive engagement communications and influence without authority
Ability to collaborate in a highly matrixed organization, and drive success with limited supervision
Experience or knowledge of wireless, wireline, and services, emerging technologies an asset
Financial understanding and budgeting skills
<p>Qualifications:</p>
Minimum 5+ years’ experience in a B2B Marketing or Sales Role Bachelor’s degree; Marketing, Communications or related experience field preferred
Project management, program/campaign development, tracking, reporting and execution experience preferred
Solid understanding of B2B software including CRMs such as SFDC and Marketing technology tools such as Pardot, Salesforce Marketing Cloud
Working knowledge of O365 with experience in working with Teams, SharePoint, Word, Excel, Power-Point and Power BI
<p> </p><div>Schedule: Full time</div><div>Shift: Day</div><div>Length of Contract: Not Applicable (Regular Position)</div><div>Work Location: 333 Bloor Street East (012), Toronto, ON </div><div>Travel Requirements: None</div><div>Posting Category/Function: Marketing &amp; Product Management</div><div>Requisition ID: 219864</div><div> </div><div>Together, we'll make more possible, and these six shared values guide and define our work:</div><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 Customer Briefing Program Manager