



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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Job Board Posting



Careers.Indigenous.Link

Date Printed: 2024/05/01

Manager CRM Campaign Management

Job ID 221506-en_US-1278

Web Address

https://careers.indigenous.link/viewjob?jobname=221506-en_US-1278

Company Rogers

Location Toronto, ON

Date Posted From: 2021-05-04 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>Right now, we are looking for talented individuals to join our Data Analytics and Marketing Technology (DAMT) team where you will have a chance to innovate, grow and deliver meaningful impact for our customers and our business. Our organization has the mandate to enable and leverage data & analytics as a companywide asset. As a team, we build and deploy new strategic and foundational capabilities across the organization and operate a number of functions that use these capabilities to inform commercial decisions, generate insight/foresight and drive improved performance and business value creation.</p><p> </p><p>We are currently seeking an exceptional candidate for the role of Manager, CRM Campaign Management. Reporting to the Sr. Manager, CRM Transformation, the successful candidate will be someone who can help drive efficient and effective management across the campaign execution portfolio, build and maintain strong partnerships, understand and align activity with our strategic priorities, and influence, empower and engage others to enable change and drive results.</p><p> </p><p>The Manager, CRM Campaign Management, will oversee the end to end delivery of new CRM capabilities to enhance Rogers’s campaign management proficiency across both consumer Wireless and Connected Home line of businesses. The successful candidate will work closely with cross-functional teams to drive the technical enablement, the planning and development of marketing communication/campaign, as well as the operationalization and adoption of new capabilities across CRM Ops. Team player with excellent collaboration and project/process/change management skills, great understanding on campaign execution and

management best practises (journey campaign experience will be an asset), analytical and logical thinker with relevant experience on various CRM technologies and applications, are some of the essential qualities required to be successful in this role.

What you'll be doing...

- Act as a critical player in cross functional teams to enable and deliver new CRM capabilities
- Collaborate with critical partners such as Marketing, IT, Digital, Technology providers, Customer Care and Channels to deliver best in class customer and marketing experience
- Maximize the use of available resources & tool and scale our next-generation campaign management platform
- Act a change agent to improve the campaign management technology/environment and operational processes, and drive the adoption of these enhancements across the team
- Performs as subject matter advisor in direct marketing/ campaign management area and provide guidance and resolve problems highly complex in nature
- Leveraging analytics, insights and best practices to improve decision-making, processes and campaign development activities
- Interfacing with internal and external stakeholders, particularly our Data Science, Data Products and Campaign Analytics and Reporting teams, to derive synergies and alignment on campaign efforts and priorities and how advanced analytics can drive campaign performance
- We need someone who can...
- Engage partners – understand the business and anticipate needs; able to collaborate and facilitate productive conversation across business teams
- Lead by examples – always teach, share, grow and develop, while driving results and making work fun
- Deliver quality – steer robust and meaningful outputs, with agility and attention to detail
- Interrogate the status quo – challenge old habits, ask why, and find a better way
- Influence and drive change – secure alignment across teams and leaderships to ensure we are focusing on the right things, the right way
- "Connect the dots" – leverage foresights on opportunities, dependencies, risks, business and impact to customer experience to drive better outcome
- What you bring to the role...
- Well-developed strategic-thinking skills, capitalizing on individual strengths to drive collaborative outcomes
- Ability to bring structure out of fluidity, shape a plan out of various discrete activities and rally a cross-functional team around a journey
- Capacity to thrive in an environment of constant change, unpredictability and ambiguity
- Ability to inspire and influence across organizations to gain alignment and support on recommendations
- Proven track record of taking a "customer-first" approach, while setting and achieving aggressive objectives
- Simplicity and creative approaches that are solution/outcome-oriented, constantly looking for ways to do things smarter, better and more efficient
- Natural or trained ability to grasp both business and technical aspects of the role
- Ability to quickly establish credibility with internal client-partners and to be the seen as a partner to the business with a deep expertise in campaign execution and delivering impactful results
- Experience differentiators:
- Minimum 3- 5 years of practical

experience in Database Marketing / CRM Campaign Management and Execution

- Experience in using advanced CRM tools such as SAS Customer Intelligence Suite, Salesforce, Adobe Experience Cloud, Unica, SQL/SAS
- programming and leveraging digital capabilities such as Adobe Audience Manager
- Advanced experience in customer segmentation and data driven targeting strategies
- In-depth knowledge of database marketing and data warehousing tools and software (MS SQL, ORACLE, …)
- Knowledge of database architecture fundamentals and best practices
- Strong interpersonal and communication skills (both written and oral) to interact effectively with senior leadership
- University degree in business, marketing, finance, maths, computer science, or related field
- Must thrive in a fast-paced, ever-changing work environment

Schedule: Full time

Shift: Day

Length of Contract: Not Applicable (Regular Position)

Work Location: 333 Bloor Street East (012), Toronto, ON

Travel Requirements: None

Posting Category/Function: Reporting and Analytics & Analyst

Requisition ID: 221506

Together, we

make more possible, and these six shared values guide and define our work:

- 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

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/RCI/Rogers+Inbox+FAQ+April+2019+----+UPDATED_+\(002\).pdf](https://performancemanager4.successfactors.com/RCI/Rogers+Inbox+FAQ+April+2019+----+UPDATED_+(002).pdf)

Posting Notes: Corporate

For more information, visit Rogers for Manager CRM Campaign Management