



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: 2024/05/03

Director, Digital Content

Job ID	222241-en_US-1012	
Web Address	https://careers.indigenous.link/viewjob?jobname=222241-en_US-1012	
Company	Rogers	
Location	Toronto, ON	
Date Posted	From: 2021-05-04	To: 2050-01-01
Job	Type: Full-time	Category: Telecommunications

Description

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 temporarily working from home.

Come play a key role in building the future of Digital! Everyone wants to be part of a transformational team, and that's exactly what we're building at Rogers Digital. A team that innovates and a team that wins.

At Rogers Digital 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.

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 seeking a passionate, team focussed **Director of Digital Content** to join the organization and play a key leadership role in shaping the content experience across multiple digital touchpoints.

What you will do

As the Director, Digital Content, you will lead the content delivery and content design of the customer digital experience across all consumer & business platforms for all the RCI brands: Rogers, Fido and Chatr. You will lead a team of digital content strategists & content design professionals and demonstrate your passion by evangelizing and

advocating for the best digital content experience for our customers.

What you will bring is an inspiring leader who knows how to motivate your team to help them be best they can be and is passionate about what you do and it's showcased through your innovative ideas.

You're always looking for ways to make things better and aren't afraid to challenge the status quo.

You take accountability and expect others to do the same.

Responsibilities:

Define the content approach for the digital customer experience and employee-facing tools and services across all digital touchpoints for Rogers, Chatr and Fido brands.

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- Lead the content operations practice and tooling for the content practitioners in the organization
- Leverage data to inform content design decision making, including consideration of customer intents, mental models & customer experience pain points
- Support and build content reuse strategies to enable content as a service
- Build out a community of practice and governance for the digital content community in the organization
- Champion for the customer, advocating on behalf of our customers across the organization while ensuring we meet our core business objectives.
- Advocate for the integration of content design methodologies & strategies within the team and across the organization to ensure the delivery of quality digital experiences
- Apply exceptional people management skills, including the ability to attract and retain world-class talent, align resources to business needs and support the career development of the digital content team.
- Ability to motivate, strengthen, and mentor team members.
- Build the team's brand within the organization and proactively demonstrate the value of a content design approach for Digital content delivery
- Drive

the ongoing identification of content experience enhancements that improve key metrics including digital CSAT, online conversion and self-serve adoption

- Oversee the management of content budgets and resources to ensure capacity to support the digital roadmap
- Ensure the integration of user experience research within the content design delivery lifecycle to identify user needs, inform solutions, and validate content design assumptions with customers and employees
- Oversee brand integrity of our digital properties by ensuring the application of approved digital standards, defined in partnership with the Brand teams
- Partner with key stakeholders across the business to continually drive operational efficiencies and optimize how we deliver digital projects
- Evangelize content design across the company, and act as spokesperson to senior management inside and outside of the Digital team, advocating for digital content engagement across all customer touch points

The Requirements

10+ years experience in user-centered, information & content design

5+ years leading, managing and inspiring large content teams

years; experience in digital strategy

Strong understanding of omnichannel experiences and practices around content design for those experiences

Strong understanding of the role of content in SEO and SEO practices in general

Strong understanding and familiarity with design tools (Figma, Abstract, etc) and headless content management systems

Familiarity and experience with creating a variety of content types including video to address user needs & use cases

Strong knowledge of the latest trends and technologies in web and mobile design, user-centered design and interaction design

Degree in marketing, communications, information design or related work experience

Sound knowledge of inclusive design and accessibility requirements

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

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For more information, visit RogersforDirector.com, Digital Content