



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: 2024/05/03

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

<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><p>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.<p><p> <p><p>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.<p><p> <p><p>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.<p><p><span style="font-family:'Times New

Roman', serif">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.</p><p>What you will do…</p><p>As the Director, Digital Content, you will lead the content delivery and content design of the customer digital experience across all consumer & amp; business platforms for all the RCI brands: Rogers, Fido and Chatr. You will lead a team of digital content strategists & amp; content design professionals and demonstrate your passion by evangelizing and advocating for the best digital content experience for our customers.</p><p>What you will bring…</p>You’re an inspiring leader who knows how to motivate your team to help them be best they can beYou’re passionate about what you do and it’s showcased through your innovative ideasYou know how

to build strong partnerships at all levels of the organization to drive results and positively influence business

outcomes

You see the big picture and have extensive experience overseeing enterprise level content projects from the idea stage to

launch

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

Lead the

content operations practice and tooling for the content practitioners in the

organization

gt;gt;gt;gt; style="font-size:11.0pt">gt; style="color:#414042">gt;gt; style="font-family:Calibri, sans-serif"> style="font-size:12.0pt"> style="color:#333333">Leverage data to inform content design decision making, including consideration of customer intents, mental models & customer experience pain pointsgt;gt;gt;gt;gt;gt;gt;gt;gt; style="font-size:11.0pt">gt;gt; style="color:#414042">gt;gt; style="font-family:Calibri, sans-serif"> style="font-size:12.0pt">Support and build content reuse strategies to enable content as a servicegt;gt;gt;gt;gt;gt;gt;gt;gt; style="font-size:11.0pt">gt;gt; style="color:#414042">gt;gt; style="font-family:Calibri, sans-serif"> style="font-size:12.0pt">gt; style="color:#333333">Build out a community of practice and governance for the digital content community in the organizationgt;gt;gt;gt;gt;gt;gt;gt;gt; style="font-size:11.0pt">gt;gt; style="color:#414042">gt;gt; style="font-family:Calibri, sans-serif"> style="font-size:12.0pt">gt; style="color:#333333">Champion for the customer, advocating on behalf of our customers across the organization while ensuring we meet our core business objectives.gt;gt;gt;gt;gt;gt;gt;gt;gt; style="font-size:11.0pt">gt;gt; style="color:#414042">gt;gt; style="font-family:Calibri, sans-serif"> style="font-size:12.0pt">gt; style="color:#333333">Advocate for the integration of content design methodologies & strategies within the team and across the organization to ensure the delivery of quality digital experiencesgt;gt;gt;gt;gt;gt;gt;gt;gt; style="font-size:11.0pt">gt;gt; style="color:#414042">gt;gt; style="font-family:Calibri, sans-serif"> style="font-size:12.0pt">gt; style="color:#333333">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.gt;gt;gt;gt;gt;gt;gt;gt;gt; style="font-size:11.0pt">gt;gt; style="color:#414042">gt;gt; style="font-family:Calibri, sans-serif"> style="font-size:12.0pt">gt; style="color:#333333">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.

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The Requirements:

- 10+ years experience in user-centered, information & content design
- 11.0pt

5+ years leading, managing and inspiring large content teams

- 11.0pt

5+ years experience in digital strategy

- 11.0pt

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

- 11.0pt

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

general

systems

t

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

design

experience

requirements

return

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what you can expect in

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.)

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

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)

Schedule:

Full time

Shift:

Day

Length of Contract: Not Applicable (Regular Position)

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

Travel Requirements:

Posting Category/Function: Digital & Online Editorial

Requisition ID: 222241

Together, we'll 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

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For more information, visit Rogers for Director, Digital Content

