



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

Job Board Posting



Careers.Indigenous.Link

Date Printed: 2024/05/03

Brand Manager - Agile, Rogers Wireless

Job ID	236948-en_US-1413		
Web Address	https://careers.indigenous.link/viewjob?jobname=236948-en_US-1413		
Company	Rogers		
Location	Toronto, ON		
Date Posted	From: 2021-07-26	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 align="center" style="text-align:center">Come play a key role in building the future of innovation in Canada. Everyone wants to be part of a transformational team – and that’s exactly what we’re building at Rogers. A team that innovates and a team that wins. Founded in 1960, we have grown to become a leading technology and media company providing the very best in wireless, residential services, and media to Canadians and Canadian businesses.<p><p align="center" style="text-align:center"> <p><p>At Rogers we are committed to creating and growing teams that are digital-first, fast-moving, bold-thinking and are focused on delivering impact in everything they do. Our world class network offers wireless connectivity across Canada, and we are the market leader in 5G for both coverage and reliability. Our fibre network also supports millions of customers with high-speed Internet, TV and Smart Home Monitoring fastest and most consistent network in the areas we serve. Our impressive collection of assets includes a wide range of media properties, sports teams, sports events & production, venues and e-commerce platforms. Through our three wireless brands Rogers, Fido and chatr we provide Canadians with choice and value on a variety of plans to meet their needs and connect them to their families, friends, and what matters most. Collectively, we touch 30 million+ Canadians every month from coast to coast to coast!<p><p> <p><p>Not only is our business strong, but so is our culture. We genuinely care about each other and we’re> committed to fostering an inclusive and diverse workplace at Rogers so all of our team members can bring their whole selves to work. We have employee resource groups that build awareness and a culture of allyship for equity-seeking groups, including groups representing People of Colour, LGBTQ2S+, Indigenous peoples, Persons with Disabilities and Women. We all bring something different, and we know what makes you different makes us great.<p><p> <p><p>We believe in challenging work, rewarding opportunities and giving back to make a positive impact for Canadians who need it most. When our team learns, grows and reaches their true potential – we can make more possible. At Rogers, your journey is filled with limitless possibilities, and you can build the future you want with us.<p><p> <p><p>Let’s make<p><p> <p><p>>Are you up for the challenge and the fun If so, consider the following opportunity:<p><p> <p><p align="center" style="text-align:center">>At Rogers, we are on a journey to grow our Agile Marketing practice and we are seeking a Brand Manager to help us nurture and accelerate the adoption of Agile Marketing best practices. Our customers are at the heart of everything we do, and this new way of working helps us drive growth, uncover new opportunities,

empower our teams and rapidly adapt to market shifts and the evolving needs of our customers.

Will lead the comms strategy and execution of targeted base campaigns to drive a specific KPIs, serving as the single-approval source for creative and copy

Own and lead brand tests end-to-end from defining the hypothesis to estimating the impact to identifying the audience size to creating a test brief to execution

Monitor the test impact and identify opportunities for optimization

Interpret brand test results, presents the findings and propose scaling recommendation

Keeps creative ambitions high & push the team to stretch the boundaries by driving creativity and proposing bold new test/learn ideas to team

Manages Vendors (creative + media agency, email vendor, etc)

What You Bring

- University degree, preferably in marketing or communications.
- At least 5 to 7 years of experience in the field of marketing with recognized ability in targeted, direct campaigns
- Strong brief writing skills and ability to articulate context, objectives, offers and strategic recommendations
- Data-driven and analytical, able to assess and understand how to leverage and summarize data to improve strategies and campaigns
- Excellent thoroughness and organization
- Able to manage a large number of projects simultaneously.
- Self-starter with proven track record of program implementation and planning
- Exceptional communication skills, both written and oral for presentation purpose. Bilingual an asset
- Knowledge of telecommunications industry an asset

Schedule: Full time

Shift: Day

Length of Contract: Not Applicable

[illegible]