



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

Development Manager, Sports Sales

Job ID	240358-en_US-7852		
Web Address	https://careers.indigenous.link/viewjob?jobname=240358-en_US-7852		
Company	Rogers		
Location	Toronto, ON		
Date Posted	From: 2023-05-30	To: 2050-01-01	
Job	Type: Full-time	Category: Telecommunications	

Description

Come play a key role in building the future of Sports & Media! Everyone wants to be part of a transformational team, and that's exactly what we're building at Rogers Sports & Media. A team that innovates and a team that wins. At Rogers Sports & Media 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. Our impressive collection of assets includes media properties, sports teams, sports events & production, venues, e-commerce platforms and a close connection with our Connected Home and Wireless team. Collectively, we touch the lives of 30 million Canadians every month! 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 also dedicated to giving back by using our media megaphone to help Canadians who need it most. Our team is All IN on diversity and inclusion; find out more at <http://www.allinforequity.ca> and www.allinforequity.ca. Are you up for the challenge and the fun? If so, consider the following opportunity! Rogers Sports & Media is seeking a full-time Development Manager! The Development Manager is responsible for driving media sales growth across all platforms (i.e. TV, digital & social assets, audio/radio, OOH/DOOH, Data, Experiential) through the creation of integrated solutions and strategic sponsorship opportunities for our partners (agencies and advertisers). The role will be part of, but not limited to the Sports Sales & Development Team reporting directly to the Sr. Manager, Sports Sales & Development. This role will also work cross-functionally to support various teams across Rogers Sports & Media. This individual will help conceive ideas, gather assets, create engaging sales material and support sales in presenting solutions to agencies and advertisers. They must understand Sportsnet's content, rights and how we can monetize all available platforms within the boundaries of secured agreements. They must establish productive relationships with internal Sportsnet areas, including Business Development/Relations/Strategy, Branded Content, Media Revenue Management, Insights, Data and Consumer Marketing. They should model an energetic, positive attitude that helps build and foster a winning team environment. As a team, Sportsnet is dedicated to bringing forward the best ideas for our advertising clients; creating compelling and engaging advertising experiences for our audiences. Our day-to-day is focused on developing holistic media strategies based on insights-driven concepts for both national and local clients. Our focus is on driving revenue for RSM while leading in the areas of media innovation and branded content. Your tool kit includes all of Rogers Sports and Media assets; with a focus on Sportsnet brands and platforms; and can push beyond into non-linear forms of advertising including events, co-marketing, and partnerships with other Rogers Communication assets. What you will do: Our role is dictated by the needs of our clients; and our day to day work can change significantly based on the nature of those needs and their asks. This can include developing branded content ideas, integrating into our original programming, establishing a content strategy for social-first campaigns, investigating new media technology, or planning virtual pop-ups and experiences! Support Account Managers in driving new and incremental revenue growth working on properties such as the NHL, NBA/WNBA, MLB, WWE and more. Work closely with our brand, product, and data teams to bring forward ideas that resonate with our audiences and have impact for our clients. Leverage insights, data, and Advanced Advertising capabilities in an impactful way for each proposal. Serve as a consultant to both client and our internal sales teams throughout the full sales process. Stay close to proposals from the brief stage through pitch and into execution to ensure the best experience for clients and audiences. Consistently seek out new ways of approaching brand partnerships to develop best in class content integrations for RSM. Work with Sports Sales & Development, Business Development/Relations/Strategy, Branded Content, Marketing, Legal and Media Revenue Management on annual sales plans for all properties across the various platforms. Evaluate and translate property rights across platforms into selling guidelines by property in tandem with the Media Revenue Management team. Conduct semi-annual competitive analysis on best practices in branded content/media from around the world; with emphasis on sports properties. Responsible to create/build/complete market ready; outbound integrated/multi-platform customer-ready proposals & roadshows as well as creative response for all in-bound qualified Sportsnet RFPs; (request for proposal). This includes ideation (concept creation), preparation of the proposal including the marketing of the proposal, ensuring customer objectives are met, creative concepts are articulated clearly and include supporting research/creative/sales tools (if required). Prioritize all RFPs and set up appropriate meetings and brainstorm with the internal groups. Work closely with Project Managers overseeing all aspects of the execution to support revenue goals across our platforms and properties. What You Will Bring: Able to multi-task in a fast paced environment. Highly motivated individual with excellent interpersonal and communication skills. Strong organizational, relationship building and leadership skills. Proven track record of successful integrated programs, idea generation and project management. Knowledge, experience and success in broadcast, digital and social media. Experience with developing and executing influencer campaigns and knowledge of influencer marketing an

Excellent written and verbal presentation/communication skills PowerPoint, Excel, Photoshop skills is an asset

Able to work independently and as part of a team

Unique ability to lead programs with many different internal stakeholders and manage their needs, perspective, and expectations

A high degree of comfort working in the grey; our work changes based on each client's ask and often involves media firsts

Deep curiosity about new media strategies, our clients' businesses, and about pursuing new ideas and new ways of thinking

Collaboration; the success of our team is rooted in an active commitment to share learning, ideas and any questions or obstacles to be solved together

a flexible and open approach to work is a key part of our success as a team

Passion for sports an asset

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

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

Your choice of hardware and software (iPhone or Android/Mac or PC etc.)

Schedule: Full time

Shift: Day

Length of Contract: Not Applicable (Regular Position)

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

Travel Requirements: Up to 10%

Posting Category/Function: Sales & Account Support

Requisition ID: 240358

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_Recruitment_FAQ.pdf

Rogers FAQ

Posting Notes: Rogers Sports & Media

For more information, visit Rogers for Development Manager, Sports Sales