



# 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

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## Manager Campaign Reporting

|             |                                                                                                                                                   |                              |
|-------------|---------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------|
| Job ID      | 240901-en_US-5637                                                                                                                                 |                              |
| Web Address | <a href="https://careers.indigenous.link/viewjob?jobname=240901-en_US-5637">https://careers.indigenous.link/viewjob?jobname=240901-en_US-5637</a> |                              |
| Company     | Rogers                                                                                                                                            |                              |
| Location    | Toronto, ON                                                                                                                                       |                              |
| Date Posted | From: 2021-07-27                                                                                                                                  | 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 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.

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 and 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.

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.

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.

Let's make your possible at Rogers.

Are you up for the

challenge and the fun. If so, consider the following opportunity:

We are currently seeking an exceptional candidate for the role of Manager, Campaign Measurement. Reporting to the Sr Manager, Campaign Measurement & Reporting, the successful candidate will be someone who not only can help drive meaningful campaign insights across all Consumer Business Unit (Both Wireless & Connected Home) campaigns, but can also build and maintain strong partnerships, understand and align activity with our strategic priorities, and influence, empower and engage a team to enable change and drive results.

The Manager, Campaign Measurement is responsible for campaign reporting, tracking delivery, creating insightful performance reports and optimizing campaigns. The ideal candidate will have strong analytical skills, excellent communication and presentation skills and strong attention to detail. The candidate must be insights-driven leader, patient, flexible, enjoy a fast-paced environment, dedicated to customer satisfaction and team oriented.

**Responsibilities:**

- Accountable for the measurement, analysis and reporting on marketing strategies, programs, campaigns and demand creation activities against business goals and marketing priorities
- Support the Campaign Analytics and Reporting function by delivering meaningful & actionable insights across all CBU marketing programs/ activities
- Develop dashboards, create standardized reports and distribute reports to provide ongoing insights to marketing teams on marketing programs and campaign performance
- Responsible for solid campaign design for effective campaign reporting, CRM operations reporting, relevant data management, provide detailed analyses, and fulfil ad hoc requests across different marketing campaigns and projects
- Incorporate industry best practices and reporting roadmap to build a solid scalable foundation/ solution and define performance analytics standards, guidelines and marketing KPIs for marketing strategies, programs and campaigns to measure effectiveness
- Responsible for conducting customer analyses, surfacing key insights to influence marketing strategy, segmentation, journeys, programs, and campaigns, as well as, marketing investment
- Collaborate on business case presentations and action plans to drive marketing strategy; including targeting recommendations, test design, channel optimization, product strategy and cost/benefit analysis based on data analyses
- Promote OMNI channel marketing performance and guide organization to maximize ROI for each campaigns by channel, share channel performance and overall campaign contribution to the organization
- Work closely with CBM, D&A, Finance and Marketing teams, including digital, channels, care, pricing and product marketing to understand the systems and data points applicable to each group, and to advise on areas for opportunity and collaboration in ingesting and tracking data for effective reporting & analysis

Develop advanced analytical models (with support from Data Scientists) to answer key business questions and partner with stakeholders to develop insights in forecasting, media targeting, attribution, and measuring lifetime customer value

Define test strategies to measure bottom-line impact of marketing strategies by leveraging advanced analytical tools, segmentation data and statistical models

Integrate insights collaboratively with business teams throughout the customer lifecycle

Interface with Business and Data Analytics leaders to drive attribution analyses, real-time data analytics, predictive analytics, multivariate testing and hypothesis-driven testing (e.g., A/B Testing) to measure the performance of marketing programs, campaign products and channels against an integrated customer experience

Responsible for gathering data requirements necessary to perform desired analyses; participate in the development of process modifications needed to deliver required performance metrics

We need someone who can

Engage partners; understand the business and anticipate needs; collaborate well

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 leadership to ensure we are focusing on the right things, the right way

What you bring to the role

Well-developed leadership, management, and strategic-thinking skills, with the ability to excite and lead others, 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 client-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 efficiently

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 seen as a partner to the business with a deep expertise in campaign execution and delivering impactful results

Ideal candidate is someone who possesses the ability to take initiative and drive projects with minimal supervision

Intimate familiarity with the media landscape and social ad networks (including Facebook Ads, Twitter Ads, Google Ads, LinkedIn ads, as well as familiarity with the organic sides of those platforms)

Ability to tell a story from the data

Experience differentiators:

- Minimum 5 years of experience in Marketing / Campaign Management
- Experience in using advanced CRM & Reporting tools such as SAS Customer Intelligence Suite, Tableau, Domo, Power BI, Datorama, and SQL programming
- Advanced experience in customer segmentation, testing methodology, campaign reporting and data driven targeting strategies
- Experience in deploying large scale technology transformations including program management, funding and change management
- Experience in working with financial/marketing information including business cases, KPIs, ROI, NPV
- Hands-on experience in analytical techniques such as attribution modeling, A/B testing, design of experiment
- 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, math, computer science or related field

What Rogers can offer you

- Competitive salary and other Rogers-family product and service benefits
- Flexible health and wealth benefits, incl. stock purchase plan, competitive incentive pay and recognition programs
- Career growth,

development, and continuous learning

opportunities

**Schedule:** Full time

**Shift:** Day

**Length of Contract:** Not Applicable (Regular Position)

**Work Location:** 333 Bloor Street East (824), Toronto, ON

**Travel Requirements:** None

**Posting Category/Function:** Marketing & Marketing Research / Analysis

**Requisition ID:** 240901

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 [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:** Marketing

For more information, visit Rogers for Manager Campaign Reporting