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
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Job Board Posting

Careers.Indigenous.Link

Date Printed: 2024/03/29

Regional Marketing Manager, BC

Job ID	**243038-en_US-2335**	
Web Address	https://careers.indigenous.link/viewjob?jobname=243038-en_US-2335	
Company	Rogers	
Location	Burnaby, BC	
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>Rogers for Business is growing and is looking for passionate, goal-oriented individuals to join this winning team. We are currently looking for a Regional Marketing Manager based in Vancouver, British Columbia.
 </p><p>The successful candidate will use their strong understanding of the telecommunications industry in British Columbia to develop, own and execute the marketing strategy for all regional programs and events under the Rogers for Business brand. As a strategic marketing professional, the candidate will need to be comfortable collaborating with senior business partners across multiple locations, working in a fast-paced industry while managing multiple activities simultaneously.</p><p> </p><p>What you will do: </p>
Own the Rogers for Business BC regional marketing plan that delivers on annual growth objectives through collaboration with regional leaders and the broader marketing team
Create and execute marketing strategy and tactics relevant to the business market in the BC region. To accomplish that you will need to:
Understand the market landscape in your region and Rogers for Business brand position
Develop a strong understanding of Rogers for Business sales and marketing objectives
Develop a strong understanding of Rogers for Business products, services, partners, and value proposition
Including advertising and events (virtual and in-person)
Manage all elements of a given tactic (invitations, registration, reporting etc.)
Support local sales teams and leaders with marketing support for strategic accounts
Manage a regional budget to ensure delivery of regional objectives
Identify opportunities to elevate the Rogers for Business brand leveraging an understanding of the region
Work collaboratively with regional peers across the organization; prioritize and incorporate activities into regional plan as appropriate
<p> </p><p>What you have and what you will bring:</p><p> </p>
Marketing experience in the BC or Western Canada market a distinct advantage
Experience in B2B and/or technology marketing is an important foundation for this role
Confidence working with leaders at all levels
Focused self-starter comfortable operating in a matrix organization
Excellent communications and presentation skills
<p> </p><div>Schedule: Full time</div><div>Shift: Day</div><div>Length of Contract: Not Applicable (Regular Position)</div><div>Work Location: 1600 - 4710 Kingsway (016), Burnaby, BC </div><div>Travel Requirements: Up to 25%</div><div>Posting Category/Function: Marketing & Marketing Communication</div><div>Requisition ID: 243038</div><div> </div><div>Together, we'll make more possible, and these six shared values guide and define our work:</div><div> </div>
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
<div> </div><div><p>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 Rogers FAQ.</p></div><div> </div><div>Posting Notes: Marketing </div>

For more information, visit Rogers for Regional Marketing Manager, BC