



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: 2024/05/06

Manager Go to Market SN DTC

Job ID 243334-en_US-3218

Web Address

https://careers.indigenous.link/viewjob?jobname=243334-en_US-3218

Company Rogers

Location Toronto, ON

Date Posted From: 2021-07-26 To: 2050-01-01

Job Type: Full-time Category: Telecommunications

Description

<p>Come play a key role in building the future of Sports & Media! Everyone wants to be part of a transformational team & that's exactly what we're building at Rogers Sports & Media. A team that innovates and a team that wins.</p><p>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 30 million of Canadians every month.</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. 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 https://www.allinforequity.ca/.</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>Are you up for the challenge and the fun? If so, consider the following opportunity!</p><p>We're looking for a Manager, Go-to-Market (GTM) and passionate sports fan to join our Direct to Consumer team at Sportsnet. The DTC team is responsible for growing our digital media subscription business including our SN NOW and NHL LIVE platforms. This is a unique opportunity to tackle interesting challenges at the intersection of Sports, Media, and Technology; working on a portfolio of digital products that are changing the way Canadians consume live sports content.</p><p>As the Manager GTM, the successful candidate will create and own the go-to-market launch plans for major product rollouts, sports season starts, and marketing campaigns. They will own the end-to-end GTM process and be responsible for how our launches are orchestrated across the company. They will create, source, and manage training and enablement materials and develop processes necessary to ensure all teams understand the value proposition, positioning and how our products align with the goals of the company. They are equal parts project manager and

commercialization manager; able to get into the details and execute on a complex cross-functional launch as well as create process and support across the company for our DTC products. They are data-driven and can translate analysis and KPI's into buy-in from cross-functional stakeholders.

What you will do

- Develop, manage, and execute the GTM launch plan for new products, new product enhancements, season starts, and new marketing campaigns to ensure cross-functional internal alignment and readiness
- Work with broad cross-functional teams to ensure GTM tracking of dependencies and readiness, reporting key milestones status, risks and contingency planning, and issue escalation as necessary
- Anticipate bottlenecks and balance objectives versus constraints, resolve blockers
- Lead and facilitate meetings with key stakeholder groups including Marketing, Distribution, Product, Design, Development, Programming, and Operations to gather requirements, gain internal alignment on GTM plan and ensure executional delivery
- Lead internal communication flow, serve as a liaison and coordinate cross-functional teams to ensure launch readiness
- Develop a deep understanding of the customer / user personas and effectively create and manage training and enablement materials to communicate the how and why for product features and functionality to stakeholders across the company

What you will bring

- A deep passion for sports and the impact they have on Canadians
- Operational experience developing, launching and managing a go-to-Market process and cross-functional launch plan
- Proven impact leading project management or go-to-market management disciplines for digital products / businesses
- Demonstrated track record on complex digital product launches and large marketing campaigns, with proved commercial success and measurable KPI's
- Strong organizational, analytical, and management skills, with the ability to balance multiple projects and products simultaneously, successfully, and efficiently
- Excellent communication skills, with the ability to get across complex information at all levels of the organization, internally and externally
- Ability to influence without authority through effective communication, negotiation, and collaboration
- A strong understanding of business objectives, industry dynamics, and competitor products
- An innate instinct for the customer experience and journey
- Able to navigate both creative and technical conversations
- Understands process / workflows for both marketing and software development functional areas
- A commitment and passion to the details

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*
- Flexibility to work from home in a hybrid model 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, some of 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:
Length of Contract: Not Applicable (Regular Position)
Work Location: 1 Mount Pleasant (083), Toronto, ON
Travel Requirements: Up to 10%
Posting Category/Function: Project Management & Digital
Requisition ID: 243334
Posting Notes: Rogers Sports & Media

For more information, visit Rogers for Manager Go to Market SN DTC