



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:

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Job Board Posting



Careers.Indigenous.Link

Date Printed: 2024/05/02

Optimization Manager

Job ID	246579-en_US-4211	
Web Address	https://careers.indigenous.link/viewjob?jobname=246579-en_US-4211	
Company	Rogers	
Location	Toronto, ON	
Date Posted	From: 2021-09-17	To: 2050-01-01
Job	Type: Full-time	Category: Telecommunications

Description

<p>Come play a key role in building the future of Digital products for Rogers! Everyone wants to be part of a transformational team – and that’s exactly what we’re building. A team that innovates and a team that wins.</p><p> </p><p>At Rogers 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 5G Wireless team. Collectively, we touch 30-million of Canadians every month!</p><p> </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 www.allinforequity.ca.</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 working from home, and are equipped to do so safely and efficiently.</p><p> </p><p>Are you up for the challenge and the fun If so, consider the following opportunity!
 </p><p>We are currently looking for an experienced digital optimization & personalization professional to join the team as an Optimization Manager. </p><p> </p><p>In this role, the candidate will be responsible for identifying high value segments and building personalized experiences that will help drive digital objectives. They will also be responsible for leading collaboration with stakeholders to build a sustainable test and learn culture through our personalization program. Reporting to the Sr. Manager of Personalization, this role will be a key part in defining how we make data driven decisions to improve our digital customer experience.</p><p> </p><p>What you will do:</p><p> </p><p><u>Personalization &

Segmentation Strategy

- Create, own and manage quarterly personalization/segmentation roadmap and ensure it is driving value in alignment with digital objectives
- Identify key growth opportunities by uncovering sustainable, scalable, impactful personalization / segmentation opportunities within customer's life cycle
- Design digital personalization / segmentation experiences for prospects and customers that deliver the right message, to the right user, at the right time
- Measure and report on personalization / segmentation experiences impact and value across digital properties
- Evolve personalization & segmentation processes to sustain personalization activities via machine learning (AI)

Personalization Program

- Collaborate with digital teams to shape, develop and manage the Personalization program to deliver Always On, iterative A/B and MVT, testing which will guide digital decisions
- Design processes and templates to scale and sustain the program across the digital channel
- Oversee, guide and consult Product Owners on hypotheses testing, A/B & MVT test development and prioritization
- Facilitate & drive program adoption by championing a data-driven, test and learn culture
- Construct personalization & segmentation A/B, MVT tests to optimize digital channel & drive digital KPIs; sustain reiterative testing by identifying and enabling program champions
- Design and develop program feedback loop mechanism to share learnings, insights and findings into broader digital programs and across other digital teams

Digital Storytelling

- Translate data into digital stories that encompass actionable insights to grow digital objectives and KPIs
- Partner with digital analysts to discover the biggest pain points in our customers' digital experience & build hypotheses to deliver the best experience for our customers
- Assess & prioritize areas of on-site optimization to generate the most lift in our KPIs
- Prepare and present weekly, monthly quarterly updates on digital optimization progress

Communication & Collaboration

- Collaborate & get alignment with internal teams on prioritization and resource allocation across competing priorities
- Build effective relationships with individuals and groups at all levels, to gain consensus and necessary buy-in
- Foster collaborative partnerships and break down silos by bringing cross-functional teams together to deliver on digital objectives
- Influence cross-functional teams to align on personalization / segmentation strategy and experiences that ultimately tie to desired business outcomes

What you will bring

- 5 - 7 years' experience in digital analytics, segmentation or digital optimization role.
- Consistent track record of building digital measurement and KPI strategies to influence and inform decisions
- Strong grasp of ROI with an analytical mind to mine data for insights and generate hypothesis
- Success in building positive and productive working relationships with internal cross-functional teams and partners; strong influencer, skillful collaborator and leader among peers
- Previous experience with Digital Optimization tools (Adobe Target, Optimizely, Maximizer), Adobe Analytics (Omniure) and Adobe Audience Manager considered as a strong asset
- Able to bring clarity to ambiguous processes and

technologyEntrepreneurial spirit – able to bring new ideas to the tableUndergraduate degree in Business, Marketing, Math, Statistics. MBA would be considered an asset.<p> </p><p>Here’s what you can expect in return:</p>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 ticketsA manager who deeply cares about your development and long-term career at RogersA team that trusts and wants to win togetherSmart and accomplished colleagues who are focused on both the “what” and the “how” Flexibility to work from home even after the pandemic ends Your choice of hardware and software (iPhone or Android/Mac or PC etc.) <p>
 </p><div>Schedule: Full time</div><div>Shift:Day</div><div>Length of Contract: No Selection</div><div>Work Location: 1 Mount Pleasant (083), Toronto, ON </div><div>Travel Requirements: Up to 10</div><div>Posting Category/Function: Digital & Advertising & Analytics</div><div>Requisition ID:246579</div><div> </div><div>At Rogers Digital, our team doesn’t shy away from big ideas – we bring them to life. We work tirelessly to deliver the best user experiences (period) and build amazing self-serve experiences that our customers want to use. We are customer-obsessed agents of change and are committed to innovation and creating effortless experiences for customers and frontline employees. We use cutting-edge tools and technologies to solve critical and complex problems with award-winning solutions. Our work impacts millions of customers everyday. At Rogers Digital, we’re looking for people who embrace change, take risks, and push boundaries. Learn more about our team and our work @ <u>https://digital.rogers.com/</u></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 successOur customers come first. They inspire everything we doWe do what’s right, each and every dayWe believe in the power of new ideasWe work as one team, with one visionWe give back to our communities and protect our environment<div> </div><div>Posting Notes: Digital & Technology </div><p> </p>

For more information, visit [Rogers for Optimization Manager](#)