



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.Link's 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: 2024/05/02

Brand Manager, Wireless

Job ID	250563-en_US-5549	
Web Address	https://careers.indigenous.link/viewjob?jobname=250563-en_US-5549	
Company	Rogers	
Location	Toronto, ON	
Date Posted	From: 2021-10-15	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 working from home, and are equipped to do so safely and efficiently. 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. Rogers and Rogers 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 - we offer the 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 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 what matters most. Between our consumer, enterprise and media brands, we connect 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 it happen together. We are looking for a passionate and dedicated brand marketer that strives for great work with every campaign that not only breaks through with innovative ideas, but also helps deliver against business objectives. You come prepared with analytical and competitive facts and strategic thinking to support your recommendations while bringing forth solutions. You are able to prioritize and juggle many tasks at once while always keeping the customer front and centre. In the role of the Brand Manager for Rogers Wireless, you will be responsible for ensuring our target audience receives the appropriate message about our wireless value propositions at the right time in their purchase journey via the most efficient and effective channels. You will work closely with broader Consumer Business Unit team to understand marketing priorities and translate those into innovative, actionable advertising campaigns for the Wireless portfolio. The successful candidate will assist in the strategic planning and the execution of multichannel marketing campaigns that drive brand health, customer perceptions, and awareness of value propositions. You will advocate for the Rogers Brand across the organization and work closely with cross functional teams; Marketing, Pricing, CBM, CRM Ops, Insights, Data and Analytics as well as our external Agency partners.

What you will do:

- Brief, develop, and implement brand campaigns that get the right message to the right audience at the right time to drive brand health, customer perceptions, and awareness of value propositions for the Rogers Wireless portfolio.
- Daily contact for external agency and internal partners including Marketing, Pricing, CBM, CRM Ops, Insights, Consumer Insights to develop campaigns outlined in annual/quarterly brand strategy, along with a range of business as usual activity.
- Support the Senior Brand Manager in the development of annual and quarterly planning cycles, including objectives, key performance indicators, and provide performance monitoring in collaboration with internal stakeholders.
- Ensure appropriate budgets and media plans are developed to deliver objectives across all campaigns.
- Work closely with Consumer Insights team on ongoing Brand Tracking and ad hoc research, brand health measurement, and reporting on campaign performance to ensure delivery of KPIs and generate relevant insights for future campaign development.
- Leverage data and insights, to optimize current programs and plan for future initiatives.
- Responsible for the wireless brand's voice, personality and guidelines across all platforms for Rogers Wireless.

What you

bring:</p><p>A minimum of 5 years of campaign management and performance marketing experience, agency and/or client side.</p><p>A data and results-driven marketer that thinks analytically and strategically – able to turn data in actionable and consumer-relevant insights</p><p>Must be able to work in a professional, fast-paced environment and be willing to deal with shifting priorities</p><p>A passion for marketing and the technology category with proven track record in media and campaign brief development with a focus on integrated marketing campaigns in traditional and digital channels.</p><p>Outstanding project management skills and attention to detail</p><p>Excellent communication skills and superior written skills with attention to detail</p><p>University or College degree, preferably in Marketing, Advertising/Communications or Business</p><p>Bilingual is an asset</p><p><#160><p><#160><p><#160><p>As a condition of hire, all new employees will be required to provide proof of vaccinations against COVID 19. Any request for an exception under Human Rights legislation must be supported by evidence to be considered by Rogers on a case by case basis.
Please click here to review conditions that may qualify for medical exemption to the COVID-19 vaccine.<p><#160><p><#160><p><#160><p>Schedule: Full time
Shift: Day
Length of Contract: Not Applicable (Regular Position)
Work Location: 333 Bloor Street East (WFH), Toronto, ON
Travel Requirements: Up to 10%
Posting Category/Function: Marketing & Marketing Communication
Requisition ID: 250563
<#160>
Together, we'll make more possible, and these six shared values guide and define our work:
<p>Our people are at the heart of our success</p><p>Our customers come first. They inspire everything we do</p><p>We do what’s right, each and every day</p><p>We believe in the power of new ideas</p><p>We work as one team, with one vision</p><p>We give back to our communities and protect our environment</p><p><#160><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.
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Posting Notes:<#160>Corporate</p>

For more information, visit Rogers for Brand Manager, Wireless