



# 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.

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# Job Board Posting



Careers.Indigenous.Link

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## Dir. Brand & Digital Marketing - Toronto Blue Jays

Job ID	257277-en_US-4929
Web Address	<a href="https://careers.indigenous.link/viewjob?jobname=257277-en_US-4929">https://careers.indigenous.link/viewjob?jobname=257277-en_US-4929</a>
Company	Rogers
Location	Toronto, ON
Date Posted	From: 2022-01-25 To: 2050-01-01
Job	Type: Full-time Category: Telecommunications

### Description

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. 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! Are you up for the challenge and the fun? If so, consider the following opportunity!

**POSITION:** DIRECTOR, Brand & Digital Marketing & Toronto Blue Jays

**REPORTS TO:** VP, Brand & Digital Marketing

**LOCATION:** Rogers Centre (Toronto, ON)

**OVERVIEW:** The Director of Brand & Digital Marketing is responsible for overseeing brand strategy and integrated media strategy and planning, performance marketing and customer journey development. This role will lead both our internal marketing team and internal/external creative teams through campaign development and advertising and execution, will be responsible for creating connections with our fans to strengthen our brand affinity and drive acquisition strategies to maximize revenue and ROI.

**RESPONSIBILITIES:** (including but not limited to)

- Brand Strategy
- Lead annual brand and marketing strategy and budget process
- Work collaboratively with Fan experience, Game Entertainment, Promotions, Social, Strategy and Creative departments to develop annual/seasonal marketing campaigns
- Collaborate on the brand framework development and assist with the roll out across organization
- Collaborate with analytics team to conduct consumer research to strengthen our fan insights
- Turn consumer insights into actionable marketing strategy and execution
- Lead integrated media strategy and planning. Oversee advertising and planning
- Digital Marketing Planning & Execution
- Apply a data driven approach. Develop systems and process for planning, executing, and optimizing performance marketing plans.
- Oversee team that leads execution of digital media trafficking, reporting, and optimizing to drive acquisition and maximize ROI. This includes strong collaboration with MLB
- Measure the success of marketing programs and campaigns to deliver on both short- and long-term goal
- Work with cross functional department leaders to evolve and optimize the organizations digital fan experience to strengthen our brand connection and differentiate vs competition
- Customer Journey Development
- Work with strategy and analytics team to build out data structure that facilitates one view of the CX
- Lead strategic planning sessions to create Customer Journey(s) and triggered campaigns.
- Collaborate with broader marketing team to effectively execute across touchpoints. Oversee execution, reporting and optimization.
- Team Development & Coaching
- Lead the brand department with a focus on operational excellence, ROI and fostering a culture of collaboration and creative curiosity
- Help to accelerate the organizations evolution from product and event focused marketing to data-driven, fan-centric campaign planning.
- Strengthen and build on the teams capabilities, including ongoing training, coaching and development.
- Hire and manage department team members, lead business planning activities and oversee budget

**QUALIFICATIONS:**

- Bachelors Degree in related field (MBA or other graduate degree preferred)
- Minimum 8+ years of leading a B2C marketing team
- Experience establishing brand strategy and driving brand growth
- Knowledge of brand tracking methodology and ability to interpret data and translate insights to action
- A passion for marketing and knowledge of industry trends
- Results driven with significant experience in digital advertising across paid search, social and programmatic buying as well as CX journey development and execution.
- Strong leader that coaches and

develops their team in a meaningful way

- Creative thinker with a strategic approach to campaign development. Agency experience is an asset
- Agility and willingness to flex to a fast paced and often changing environment
- Collaborative leader who thrives in a collaborative work environment
- Passionate sports and baseball fan that understands the industry
- Legally able to work in Canada and travel internationally for business as required (approx. 10% of time)
- Ability to work evenings, weekends, holidays as required to support a live sports event business

As a condition of hire, all new employees will be required to provide proof of vaccinations against COVID 19 or undergo regular testing. Any request for an exception under Human Rights legislation must be supported by evidence to be considered by Toronto Blue Jays on a case by case basis.

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\\_Recruitment\\_FAQ.pdf](https://performancemanager4.successfactors.com//RCI/Rogers_Recruitment_FAQ.pdf); Rogers FAQ

Schedule:	Full time
Shift:	No
Selection:	
Length of Contract:	Not Applicable (Regular Position)
Work Location:	1 Blue Jays Way (210), Toronto, ON
Travel Requirements:	Up to 10%
Posting Category/Function:	Marketing & Product Management
Requisition ID:	257277
Posting Notes:	Rogers Sports & Media

For more information, visit Rogers for Dir. Brand&Digital Marketing - Toronto Blue Jays