



# 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.

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# Job Board Posting



Careers.Indigenous.Link

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## Sr. Manager, Home Retention Strategy

Job ID	279889-en_US-5593
Web Address	<a href="https://careers.indigenous.link/viewjob?jobname=279889-en_US-5593">https://careers.indigenous.link/viewjob?jobname=279889-en_US-5593</a>
Company	Rogers
Location	Toronto, ON
Date Posted	From: 2022-12-02 To: 2050-01-01
Job	Type: Full-time Category: Telecommunications

### Description

Our Connected Home team is proud to offer our customers seamless and simple technology that fits into any lifestyle. Our fibre network supports millions of customers with high-speed Internet, TV, and Smart Home Monitoring to keep Canadians connected to the people and things that matter most. We know that our customers rely on us to provide them reliable connectivity, that is why we have made a commitment to providing the fastest and most consistent network in the areas we serve.

We are growing our Connected Home team and are looking for team members that are collaborative, digital-first, fast-moving, bold-thinking, and focused on delivering impact in everything they do. Come play a key role in building the future of innovation in Canada.

Let's make your possible at Rogers.

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

The Sr Manager, Retention programs reports to the Director, Residential Retention Strategy and will lead a team of professionals to drive strategies and programs designed to reduce customer churn on key residential products (including Internet, TV & Entertainment, Home phone, and Smart home). This involves identifying key customer segments and churn drivers; developing proactive and reactive programs (short, medium and long term) to address these drivers and relevant to each segment, uncovering customer segment opportunities to increase customer retention while maintaining a focus on revenue growth, and collaborating with key partners to deliver on business objectives.

To impact customer retention across the company, we're looking for someone who can own and manage a portfolio of churn reducing programs, influence other business owners and teams to deliver against the overall target and to continue to improve the use of data driven decisions.

We're looking for a self-starting innovative thinker who isn't afraid to challenge conventional thinking, has passion for developing and motivating a team to drive results, has a keen interest and strength in understanding the consumer, and has experience in working with and in leading cross-functional teams.

What you will be doing:

- Attract, engage, and develop a high performing team
- Work closely with many cross-functional teams, working closely with the Customer Care & Retention teams, as well as Sales channels, Marketing, Network, IT, to drive capabilities, tool evolution and many others;
- Identify & evolve key customer segment framework and determine churn drivers/ root causes for segments
- Develop short, medium and long-term programs leveraging data, technology and process to address churn root causes and drive churn reduction and lifetime customer value
- Evolve Framework for reactively responding to competitive pressure based on key learnings and rapidly respond to prevent customer churn;
- Support and lead team in enabling and utilizing data to identify new customer retention opportunities, risks and new tactics to save more customers
- Work with team members accountable for building proactive retention programs and campaigns to influence and maximize impact;
- Drive forward key strategic programs with support of cross-functional team and be an advocate for the customer experience and customer lifetime value;
- Develop proposals and recommendations on new strategies for senior management consideration.

What you bring:

- Marketing/base management/Customer Retention or Loyalty (thought leadership & execution) experience
- A team player with a track record of being able to work very well and lead cross-functional teams
- A passion for Consumer Segmentation & Data Driven Decisions; with strong analytical or investigative skills
- Experience in and a passion for residential services and/or telecommunications a strong asset
- Exceptional communication skills (written and oral) for presentation purposes and to drive cross functional effectiveness; ability to tell a compelling story to drive your programs forward
- Self-starter with ability to work independently
- Thrives in a fast-paced, ever-changing work environment
- Strong priority management and project management skills
- Attention to detail
- University degree in Business (MBA, Commerce) or Marketing / Base Management is an asset

A good knowledge of English is necessary as this role requires regular communication in English with customers and/or team members in other provinces.

Schedule: Full time  
Shift: Day  
Length of Contract: No Selection  
Work Location: 333 Bloor Street East (824), Toronto, ON  
Travel Requirements: Up to 10%  
Posting Category/Function: Marketing & Marketing Communication  
Requisition ID: 279889

Together, we make more possible, and these six shared values guide and define our work:

- 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

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 [http://performancemanager4.successfactors.com//RCI/Rogers\\_Recruitment\\_FAQ.pdf](http://performancemanager4.successfactors.com//RCI/Rogers_Recruitment_FAQ.pdf).

Posting Notes:

Sales & Marketing

For more information, visit [Rogers for Sr. Manager, Home Retention Strategy](#)