



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

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Job Board Posting



Careers.Indigenous.Link

Date Printed: 2024/05/03

Marketing Specialist, Audio Entertainment Brands

Job ID	284773-en_US-7930	
Web Address	https://careers.indigenous.link/viewjob?jobname=284773-en_US-7930	
Company	Rogers	
Location	Toronto, ON	
Date Posted	From: 2023-02-02	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 and 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 the lives of 30 million Canadians every month! 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 <http://www.allinforequity.ca> Are you up for the challenge and the fun? If so, consider the following opportunity! What you will do... Brand Strategy

- Leverage market understanding and consumer insights to inform and shape brand philosophy, positioning and growth strategies
- Write brand documents (brand frameworks, guidelines, etc.)
- Understand, support, and help drive radio business objectives
- Monitor product/content alignment to overarching brand strategy
- Brand Execution
 - Help drive ratings goals across all platforms (TV, Digital, Social, Audio etc.)
 - Execute multiple campaigns across Canada
 - Develop creative briefs for content executions, promotions, and external advertising
 - Nurture strategic and break-through creative development
 - Brief and manage media planning partners on internal and external campaigns
 - Collaborate and cross-promote with brand partners on sponsorships, activations, social media, and content integrations
 - Manage creative asset development for daily requests end-to-end, to support local market requirements
- Brand Management
 - Monitor brand performance, objectives and KPIs
 - Perform competitive analysis and monitor consumer trends
 - Support marketing priorities to optimize total portfolio revenue
 - Support management of Audio brand marketing opex budget
 - Drive positive shifts on Key Brand Attribute scores and improve overall portfolio marketing effectiveness

What you will bring...

- A deep love for audio content and entertainment brands
- Proven experience within brand marketing and/or media/entertainment marketing
- A strong understanding of marketing, brand positioning and campaign management
- Outstanding project management, organizational skills and attention to detail
- Experience overseeing multiple campaigns that deliver results
- Superior

interpersonal and communication skills

- Proven ability to build strong relationships with key stakeholders, take initiative and deliver results
- Passionate and knowledgeable, with enthusiasm to be a part of a high performing team
- College / University Degree, or strong experience in a similar role required.

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*

Default

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Schedule: Full time

Shift: Day

Length of Contract: Not Applicable (Regular Position)

Work Location: 333 Bloor Street East (824), Toronto, ON

Travel Requirements: Up to 10%

Posting Category/Function: Marketing & Marketing Communication

Requisition ID: 284773

Together, we'll 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 https://performancemanager4.successfactors.com//RCI/Rogers_Recruitment_FAQ.pdf

Posting Notes: Rogers Sports & Media

For more information, visit Rogers for Marketing Specialist, Audio Entertainment Brands