



# 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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## Senior Manager, Planning & Operations, CBC Gem

<b>Job ID</b>	<b>FD-6F-BB-85-BD-02</b>	
<b>Web Address</b>	<a href="https://careers.indigenous.link/viewjob?jobname=FD-6F-BB-85-BD-02">https://careers.indigenous.link/viewjob?jobname=FD-6F-BB-85-BD-02</a>	
<b>Company</b>	CBC/Radio-Canada	
<b>Location</b>	Toronto, Ontario	
<b>Date Posted</b>	From: 2021-02-15	To: 2021-03-02
<b>Job</b>	Type: Full-time	Category: Broadcasting-Media
<b>Languages</b>	English	

### Description

Why is this role important

The Digital Strategy & Products group is looking for a Senior Manager to lead planning and operations for CBC Gem, the CBC's digital video streaming service, with a focus on audience and subscriber growth. This role reports to the Senior Director of OTT Video and Audio (CBC Gem and CBC Listen).

You are someone who values the importance of the CBC's public service mandate and sees the opportunity for CBC Gem to play a significant role in enriching the CBC's unique relationship with Canadians, sharing Canadian stories and leading digital thinking and practices in the organization.

You are data-driven, methodical, creative, and adaptable.

You excel at building strong relationships and leading through collaboration and influence. This role works cross-functionally within the Gem team and other departments across the CBC, including Editorial, Revenue, Marketing, Customer Success, and Finance; with people within our Digital Strategy & Products department, including product managers and your counterparts in the other digital services (CBC Listen and digital publishing); and with vendors.

About CBC Gem:

CBC Gem is the CBC's video streaming service, available to anybody in Canada to stream CBC news, television and original digital programming, as well as the best of Canadian and international dramas, comedies and documentaries.

CBC Gem is available for free as an app for iOS, tvOS, Fire TV, Android TV, and Android phones and tablets, and accessible online at [gem.cbc.ca](http://gem.cbc.ca).

CBC Gem Premium also provides access to CBC News Network, ad-free video on demand content and CBC Gem exclusive content.

Here's why we should work together:

Our digital teams value - collaboration, learning, and continuous improvement - embody who we are as a people-focused, digital-forward employer. We follow lean startup principles and use an Agile approach. Our dedicated people managers work closely with every individual to ensure we are leveraging their strengths, championing their ideas and supporting their pursuit of new skills and their desired career progression.

Here at CBC Digital Strategy & Products, we want you to be happy and feel good at work. It is essential that work be a safe space where our employees are able to share their authentic selves with one another and to push each other to challenge conventions.

Perks you can look forward to:

Flexible work schedules, allowing you to prioritize yourself, your family and your work;

Work from home opportunities;

Competitive total rewards package;

20% of time for innovation, learning and development; wherever your interests lie;

Opportunities to work with cutting edge technology;

Opportunities for continued learning and professional development;

Opportunities to become a member of our Employee Resource Groups;

Pair programming and mentorship opportunities, where you can learn from the best in the industry and help coach new talent;

A creative and dynamic work environment, where your ideas and contributions can be heard, valued and respected;

A supportive management team committed to upholding the highest standards of diversity and inclusivity;

An environment which favours experimentation and an iterative approach in order to achieve the highest form of technical innovation.

How you will make an impact:

Performance planning: you will support the creation and delivery of annual and quarterly planning to meet targets, including modelling revenue and audience growth, evaluating the impact of product, editorial and marketing plans on the customer lifecycle, and identifying opportunities to accelerate growth. You will also support annual performance planning and modelling for CBC Listen, the CBC's audio streaming service.

Member acquisition and retention: you will grow the member base through funnel management, audience segmentation, developing and testing premium offers, free trial conversion, churn reduction and retention tactics, winback campaigns, and payment failure reduction.

You will refine the value proposition at each stage of membership.

You will coordinate the operational activities of the cross-functional CBC Gem team in support of audience acquisition, retention, and revenue optimization.

You will establish and refine processes in partnership with the Research and Business Intelligence teams to monitor performance and identify issues and opportunities for revenue, growth marketing, and customer lifecycle.

Planning, communication and coordination: you will establish alignment and planning processes, including meetings and shared documentation, between all of the key groups to drive audience acquisition and retention and revenue optimization

You will leverage your knowledge of consumption, market and technology trends to identify new growth opportunities, emerging service and business

models, underserved or emerging segments, platforms or audience needs.

Other projects as needed

**Experience**

Bachelor's degree or higher in Business Management, Marketing, Communications or equivalent.

Experience in customer lifecycle management and one or more of the following roles:

B2C service model operations/delivery

Digital marketing operations

Digital retail/e-Commerce

Digital subscription management

OTT Video services

Experience working in cross-functional teams in the digital space.

Experience leading virtual teams.

Experience with developing or using data-driven decision models and digital revenue models.

**Education Requirements**

Bachelor's degree or higher in Business Management, Marketing, Communications or equivalent.

**Essential Skills**

Ability to perform topline analyses (forecasting, root cause analysis).

Understanding of best practices for digital video environments, subscription services and revenue models.

Working level experience with digital analytics suites, business performance management, digital marketing/funnel management principles.

Entrepreneurial spirit with a collaborative and proactive approach to problem solving.

Ability to work independently; able to lead by influence across a wide breadth of stakeholders.

Good communication and presentation skills (both oral and written).

Ability to take initiative and work autonomously.

**How to Apply**

Click Apply Now!