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### Brand Manager – Marketing (12 month Contract)

**Location:** Sault Ste. Marie, Ontario, Canada  
**OLG Site or Facility:** Foster Drive Office  
**Number of Positions:** 1  
**Job Type:** Contract  
**Length of Contract:** 12 Months  
**Department/Division:** Brand Marketing  
**Posted Date:** 8/19/2019  
**Posting Expiry Date:** 9/2/2019

Ontario Lottery and Gaming Corporation (OLG) is committed to delivering gaming entertainment that maximizes economic benefits for the people of Ontario in an efficient and socially responsible manner. We are able to deliver on this commitment through the strength of our prime asset – our people.

### Brand Manager – Marketing (12 Month Contract)

#### Position Summary

Reporting into the Director, Brand Marketing the Brand Manager, will manage the strategic development of assigned portfolio brands by identifying, evaluating, recommending and implementing marketing brand building strategies, initiatives and programs that maximize market penetration, drive player participation and achieve OLG's mid-term performance growth objectives.

#### What you will be doing:

- Accountable for brand strategy within the portfolio mix associated to OLG's respective lines of Business such as Regional draw-based games, iGaming, Sports and Instants. May also extend to management of brand experience within selling channels (ie: traditional and emerging Retail and digital transaction channels such as PlayOLG)
- Oversee development, recommendation, creation and implementation for brand identity design, positioning, differentiators, brand building drivers, brand experience, brand prioritization, personification, and brand communications strategy for assigned brands in a way that is integrated and adds value to the enterprise
- Directly support development of 3-year marketing brand plans of assigned brands and oversee annual updates.
- Collaborate with product management in marketing plan implementation.
- Monitor, analyze and evaluate the effectiveness of brand building initiatives through KPIs to develop insights and make recommendations on improvements
- Guide research teams to develop the right research programs to evaluate brand and marketing effectiveness and prepare actionable recommendations for operations teams based on research insight
- Oversee exploration of high level partnerships and sponsorships opportunities that support brand building efforts (ie: prospects that align with passion points of Sports, Music and Lifestyle).
- Evaluate current brand building performance qualitatively and quantitatively, identify success factors, issues and challenges, drive insights (in collaboration with research teams) and prepare recommendations on new marketing opportunities focusing on brand development
- Prepare 3-year mid-term forecasts related to sales and marketing spends for brands and provide recommendations on budgeting

#### What we're looking for:

- Bachelor's degree in marketing/business management. MBA is preferred
- 5 years of experience in consumer marketing – especially in the areas of targeting; product or brand strategy and positioning; concept development and testing; marketing plan development, execution and post-analysis; testing, and evaluating.
- Excellent Communication and presentation skills
- Proven relationship management skills

#### What we offer:

- Competitive salary and ability to participate in the defined benefit pension plan provided by the Public Service Pension Plan
- Generous leave plan
- Extensive training and professional development programs
- Exclusive employee perks
- Flexible work environment
- Get involved with Bet on Green Program to help reduce OLG's environmental impact

Brand Manager &#8211; Marketing (12 month Contract)

- Support OLG Charities including Federated Health Campaign, United Way Campaign and other fundraising efforts for local charities
- Plus, you'll contribute to the transformation of lottery and gaming in Ontario through OLG's business transformation initiative. Visit our **website** for more information.

**Please apply online by 5:00PM on September 2, 2019.**

***OLG values diversity and is an equal opportunity employer. OLG is committed to providing employment accommodation in accordance with the Ontario Human Rights Code and the Accessibility for Ontarians with Disabilities Act.***

***If you require accommodation to apply or if selected to participate in an assessment process, please advise Human Resources.***