Manager, YouTube & Affiliates

Requisition	R0000191067
Employer	RBC
Canadian locations	Toronto (Ontario, Canada)
Primary address	600 QUEENS PLATE DR, TORONTO, ON M9W 0A4, Canada
Posted	November 20, 2026
Date in the description	October 29, 2026
Posted deadline	December 4, 2026
Last day to apply	December 3, 2026
Business area	PERSONAL & COMMERCIAL BANKING
Employment status	Regular
Work schedule	Full time · 37.5 h per week
Pay type	Salaried

The position

We're looking for a hands-on, execution-first Manager, YouTube & Affiliates to lead the day-to-day development of our YouTube content and our affiliate partnerships. This is a role for someone who thrives in the weeds — equally comfortable developing video as they are managing affiliate publishers and optimizing content for search-driven conversions. You'll own the full lifecycle of two connected content engines: a YouTube channel that turns complex topics into digestible, high-performing video narratives, and an affiliate program that guides, and optimizes partner publisher content. The throughline is execution — you are the person making the work happen, not just planning it. You'll set the editorial calendar, produce video assets end-to-end, manage affiliate relationships, and track performance across both programs — refining what works and cutting what doesn't.

Responsibilities

- End-to-end idea: managing the complete editorial calendar from concept to publication, including the idea, keyword research, targeted demographic analysis and final publication of the platform.
- Script & Narrative Development: Write, edit, adapt and refine high-performance video scripts that break down topics into digestible and user-friendly narratives for the consumer.
- Production and post-production: Shoot, record and edit long-form videos, YouTube short films and agile social teasers.
- Platform Optimization: Optimization of own assets — platform-native copying, descriptions, tags, time-stamping chapters, and direction of high conversion thumbnail design.
- Harmonisation of brands: Implement and maintain brand standards and visual guidelines for all outputs, ensuring a consistent and high-end look and feel.
- Partner Management: On board, and guide affiliated publishers, providing clear content guidelines and ongoing support.
- Performance monitoring: Analyze content performance and conversion rates to refine and optimize performance.
- Balance the priorities of both programs and maintain outputs on time without sacrificing quality.
- Establish and track KPIs for video performance (views, watch time, CTR, subscriber growth) and affiliate performance (traffic, conversions, commission revenue), and report on them regularly.
- Stay up to date on YouTube algorithm changes, platform features and best SEO practices and adapt the strategy accordingly.

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Qualifications

Must-haves

- 5+ years of proven experience creating and publishing end-to-end YouTube video content — from concept and script to platform shooting, editing and publishing. A portfolio or channel that we can examine is necessary.
- Practical knowledge of YouTube SEO — titles, descriptions, tags, chapters, thumbnail strategy — and an experience of optimizing content for discovery and CTR.
- High skills in video production and post-production, including ability to independently shoot, record and edit long-form videos, short films and social teasers.
- Experience in writing and refining video scripts that translate complex or technical subjects into clear and engaging consumer stories.
- Experience in managing affiliate or partner content programs, including the recruitment of publishers, embarkation and performance monitoring.
- Comfort in analyzing performance data (CTR, conversion rate, etc.) and translation into content decisions.
- Familiarization with digital asset management tools and workflows.
- Understanding personal finances, markets or the Canadian banking landscape is considered an asset for this role.

Pay and benefits

A total compensation program with competitive pay, bonuses and flexible benefits, plus commissions and stock where applicable.

- Managers who coach employees and help them find opportunities to develop.
- A world-class financial services training programme
- Flexible work/life balance options
- Opportunities for progressively fulfilling greater responsibilities
- Opportunities for close relationships with stakeholders and trading partners

Job Skills

Brand Marketing, Communication, Content Evaluation, Content Marketing, Creativity, Transchannel Marketing, Cross Promotions, Customer Behaviour, Industry Knowledge, Long-Term Planning, Marketing, Marketing Activities, Marketing Strategy Implementation, Product Services, Search Engine Optimization (SEO)

RBC accepts applications until 11:59 p.m. on the day before the posted deadline.

Our Employment Opportunities

RBC works as One RBC and follows five shared values: putting clients first, integrity, collaboration, respect and excellence. As one of the world’s largest and most successful banks, it sees inclusion and different perspectives as important to continued growth. RBC supports staff in doing their best work, working together, innovating and developing professionally. Its policies and programs foster respect, belonging and opportunities for everyone to create value for clients and communities.

Talent community

People who join RBC’s talent community can receive new postings, career advice and recruitment event updates tailored to their interests.

RBC’s careers portal shares information about career paths and how its teams contribute to client and community well-being.

RBC is accepting applications for an existing vacancy. Qualified applicants may hear from the recruitment team for a more detailed review of their résumé.

Search for requisition R0000191067 on the RBC careers portal.

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