Marketing Manager, Everyday Banking

Requisition	R0000193235
Employer	RBC
Canadian locations	Toronto (Ontario, Canada)
Primary address	600 QUEENS PLATE DR, TORONTO, ON M9W 0A4, Canada
Posted	November 24, 2026
Last day to apply	December 10, 2026
Posted deadline	December 11, 2026
Business area	HUMAN RESOURCES & BMCC
Employment status	Regular
Work schedule	Full time · 37.5 h per week
Pay type	Salaried

The position

As the marketing manager of Everyday Banking, you will play a central role in acquiring new banks, working closely with our performance, creative and measurement media teams to shape strategies that meet our goals. You will have a creative development from short to full, you will be the champion of a first customer on the channels, and you will keep a rigorous pulse on CPAs and ROI to ensure that every dollar works strong. It is a role for someone who thrives in the details of campaign performance but never loses sight of the larger business history.

Responsibilities

- Support marketing campaigns focused on acquiring new customers for RBC Daily Banking products, by refining our lower version acquisition strategy, messaging and channel approach to win in a competitive marketplace.
- Manage our creative development process from end to end, from writing memoirs, managing stakeholder feedback, QA, to final delivery. You will work with inter-functional partners to ensure assets are built to deliver and align operational priorities with each channel experience
- Partner with performance and measurement media teams to define optimal channel mix, creativity and investment, to leverage consumer data and knowledge, to perform channel experiments, A/B tests, and other learning programs.
- Maintain rigorous monitoring of CPAs, ROI, and key performance metrics across campaigns. Build dashboards and reports that surface actionable insights and inform future media and creative decisions.
- Keep up to date on evolving platform and channel best practices, and use those learnings to evolve our go-to-market approach. Build tools and leverage AI to streamline reporting and QA processes, helping the team work smarter and faster.
- Keep multiple campaigns and workstreams moving in parallel without losing sight of deadlines. Maintain organized documentation of timelines and deliverables.
- Be a flexible team player, working to support other Bank marketing initiatives and campaigns every day where your skills can help advance the work

Qualifications

Requirements

- 5 years and more proven experience in marketing management, digital campaign execution and media planning
- Media experience with a focus on performance oriented towards the acquisition and commercialization of growth

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- A state of mind analysis with experience in interpreting marketing performance data and translating into concrete recommendations
- Creative flair for developing eye-catching, thumb-stopping creative that converts.
- Report intuition that does not simply inform but inspires, distilling complex ideas in action.
- Strong project management skills with the ability to coordinate multiple stakeholders, campaigns and timelines simultaneously
- Ability to switch fluidly between “marketing speak” and “business speak,” crafting narratives that connect data to business outcomes with confidence and clarity
- Excellent communication skills, both written and verbal
- Be able to work on your own in a fast-paced environment and adapt quickly to changing priorities

Assets

- Agency experience
- A true passion for new marketing technologies and industry trends
- Enthusiasm for ad tech and performance metrics, you genuinely enjoy digging into the numbers
- Works in financial services or has experience in a large matrix organization
- Experience of national campaigns in a large matrix organization

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

A/B Tests, Brand Marketing, Calendar Management, Campaign Development, Campaign Execution, Communication, Creativity, Customer Behaviour, Digital Marketing Campaigns, Long-Term Planning, Marketing Management, Marketing Performance, Marketing Performance, Media Performance, Search Engine Marketing (SEM)

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 R0000193235 on the RBC careers portal.

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