

# Let's Talk Business

## For Ted Rogers School Students

These reports describe industry sectors and career paths of interest to Ted Rogers School students and Alumni. Each report leverages BCH employment data and the expertise of our staff. This collaborative effort engages staff, students, alumni and the University Business Librarian.

Published January 2023

## There's a Place for You at Canadian Tire Corporation Be Part of Making Life in Canada Better

Canadian Tire Corporation, Limited, (TSX: CTC.A) (TSX: CTC) or "CTC", is a group of companies that includes a Retail segment, a Financial Services division and CT REIT. As one of the largest Canadian retailers, CTC has contributed to making life in Canada better for over 100 years.



CTC's story began in 1922 when two entrepreneurial brothers, John W. and Alfred J. Billes, bought Hamilton Tire and Garage Ltd. Since then, CTC has grown to encompass 13 banners and businesses, and more than 1,700 gasoline outlets and retail stores including Sport Chek, Mark's, and Pro Hockey Life.

An award-winning employer, recognized by Canada's Top 100 Employers, Deloitte's Best Managed Companies, and more!

CTC offers a wide variety of fulfilling employment opportunities within the Co-op program, the rotational programs and early career opportunities fostering an inclusive work environment where belonging thrives and investing in employees' personal growth and development is a must.



Almost 34,000

CTC employees

13

banners and businesses

100+

owned brands

1,400+

stores

14

Canadian distribution centres across three provinces

7

domestic corporate offices

480+

Dealers operating over 560 Canadian Tire and Party City stores

190+

franchisees operating Sports Experts, Atmosphere, Mark's, L'Équipeur, Hockey Experts and Sports Rousseau/ L'Entrepôt du Hockey stores

2,600+

suppliers from whom we source products

11 million+

Triangle Rewards members

\$402 million

shareholder capital returned

\$16 billion+

in revenue generated

## About CTC's Co-op Roles

CTC is a leading employer for the Ted Rogers Co-op program, and students have secured some exciting roles in various fields, including Marketing, Retail, Project Management, IT and Finance.

### The 5 most common position titles of Co-op students at CTC

- 1 Marketing Coordinator
- 2 Merchandising Coordinator
- 3 Retail Insights Co-op
- 4 Project Coordinator
- 5 Program Delivery Coordinator

97

Ted Rogers Co-op  
students hired from  
2020-2022

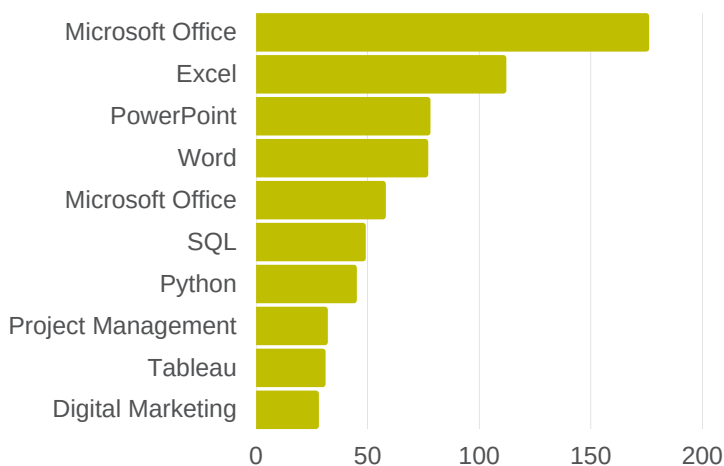
## Skills in Demand at CTC

Based on the job descriptions for CTC Co-op roles, the technical skills most in demand are Microsoft Office applications, including Excel, PowerPoint and Word.

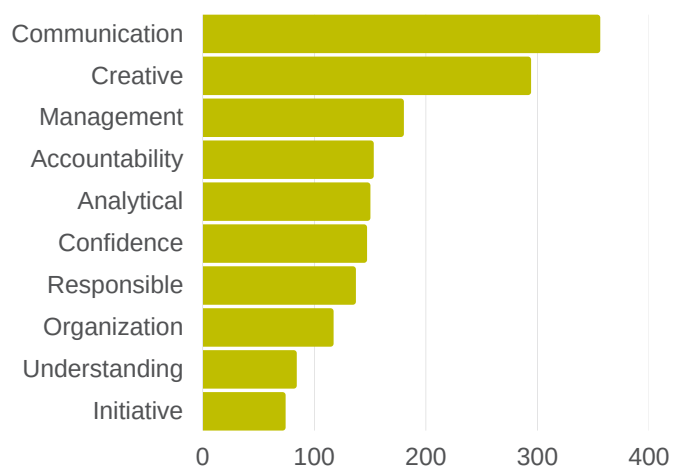


CTC also values professional skill sets, often referred to as '**soft skills**', such as the ability to communicate and think creatively.

Top 10 Technical Skills for CTC



Top 10 Soft Skills for CTC



## CTC Offers Four Rotational Programs for Graduates

In addition to CTC's Co-op program, they offer four leadership programs for new graduates.

- 1 Merchandising Rotational Program
- 2 Emerging Marketers Rotational Program (EM)
- 3 Finance Associate Analyst (FAA)
- 4 Next Generation Talent (NGT) Program

## 1. Merchandising Rotational Program

The *Merchandising Rotational Program* is a 2-year program consisting of three progressive eight-month rotations in the following roles: Category Business Analyst, Forecast Analyst and Replenishment Analyst. The Merchandising Rotational Program will provide you with an opportunity to develop broad merchandising expertise, work cross-functionally with internal and external teams, and be a key member of the CTC buying team.

### Education & Skills Required

Working towards an undergraduate degree in Business, Commerce, Retail Management, Data & Analytics, or related discipline. Previous experience working in Retail is considered an asset.

#### Rotations

##### 24-month Program

 **Rotation 1**  
8 months

 **Rotation 2**  
8 months

 **Rotation 3**  
8 months

The program consists of three progressive eight-month rotations in the following roles:

- Category Business Analyst
- Forecast Analyst
- Replenishment Analyst

## 2. Emerging Marketers Rotational Program (EM)

Grow your career with CTC by applying for a coveted position in their *Emerging Marketers Leadership Development Program*.

This dynamic, cross-functional rotational program will provide new graduates with broad expertise and exposure to the marketing organization by working closely with CTC's merchandising teams. In this role, you will help bring CTC marketing campaigns to life.

### Education & Skills Required

Working towards an Undergraduate Degree in Marketing, Digital Media, or a related Business field with a demonstrated passion for Brands and Marketing, as well as experience working in a data-driven, analytical environment. Previous experience working in Marketing is considered an asset.

#### Positions

- Strategic Marketing
- Promotional Marketing
- Creative Content & Production
- Loyalty & Customer Insights
- Community & Partnerships
- Social Media Marketing
- Digital Content
- Digital Marketing

##### 24-month Program

 **Rotation 1**  
8 months

 **Rotation 2**  
8 months

 **Rotation 3**  
8 months

### 3. Finance Associate Analyst (FAA)

Specifically for Finance and Accounting graduates, this program is designed to develop leadership capacity within CTC's Finance portfolio.

- A **2-year program** consisting of **two 12-month rotations** within a wide array of teams across CTC.
- Great fit for students in pursuit of their CFA or CPA (not required). *\*\* For CPA Candidates, the FAA program has been built with a community of mentors and advisors to provide a full supported Experience Verification Route program.*

#### Education & Skills Required

You are working towards graduating with a degree in Business with a demonstrated passion for Accounting, Financial Planning, Analysis and Reporting and have experience working in a data-driven, analytical environment, with advanced working knowledge of Microsoft Excel and Access. Experience in extracting and manipulating large data sets from relational databases and previous experience working in Finance is considered an asset.

#### Streams

- Financial Planning & Analysis
- Accounting
- External & Internal Financial Reporting
- Internal Audit & Controls
- Treasury
- Business Intelligence
- Data Analytics & Experimentation
- Continuous Process Improvement

#### Finance Stream

-  **Rotation 1**  
12 months
-  **Rotation 2**  
12 months

#### Accounting Stream

-  **Rotation 1**  
12 months
-  **Rotation 2**  
12 months

### 4. Next Generation Talent (NGT) Program




The *Next Generation Talent (NGT) Program* is a **2-year rotational program** that is comprised of three 8-month rotations. Over the course of the *NGT Program*, graduates will be placed at the forefront of CTC's digital evolution, positioning them as the next generation of technologists. The *NGT program* provides a unique opportunity for new graduates to develop broad retail expertise combined with a thorough understanding of core technological principles.

You will learn how to harness the power of emerging technologies to drive tangible business results in digital innovation and find innovative solutions to work smarter and connect more cohesively with current and future customers.

#### Education & Skills Required

Working towards an Undergraduate Degree in Information Technology, Computer Networking, Computer Science, Computer Systems Technology, Cybersecurity, or Engineering with a demonstrated passion for digital and emerging technologies and experience working in a data-driven, analytical environment.

#### Technology Stream

- Digital & Other Delivery  **Rotation 1**  
8 months
- eCommerce  **Rotation 2**  
8 months
- Cloud Computing & Automation  **Rotation 3**  
8 months
- Cybersecurity
- Big Data
- Machine Learning & AI

#### Cybersecurity Stream

- Cybersecurity Incident Response & Threat Intelligence  **Rotation 1**  
8 months
- Cybersecurity Project Delivery and DevSecOps  **Rotation 2**  
8 months
- Cybersecurity GRC (Governance, Risk, and Compliance)  **Rotation 3**  
8 months

# Recruitment Timelines

Emerging Marketers (EM)		Finance Associate Analyst (FAA)		Next Generation Talent (NGT)		Merchandising Rotational Program	
Early August	Application links available on CTC website	Early August	Application links available on CTC website	Early August	Application links available on CTC website	Late November	Application links available on CTC website
End of September	Application Deadline	End of September	Application Deadline	Mid October	Application Deadline	Early January	Application Deadline
End of September	Top 40 students will receive a Case Study for completion via email	End of September	Top 40 students will receive a Case Study for completion via email	End of October	Top 40 students will receive invite for the Hackathon	Mid January	Top 40 students will receive a Case Study for completion via email
Early October	Case Study Deadline	Early October	Case Study Deadline	Early November	Hackathon Day	Mid January	Case Study Deadline
Mid October	Rotational Interviews	Mid October	Rotational Interviews	Early November	Rotational Interviews	Late January	Rotational Interviews
End of October	Offers extended	End of October	Offers extended	Early November	Offers extended	Late January	Offers extended

## Why Consider a Rotational Program?

- **Guaranteed Employment** – Upon completion of the program, you will be guaranteed a permanent position at CTC within Marketing, Finance or IT, allow you to utilize the skills and experience gained.
- **Cross-Functional Collaboration** – Being stronger, together, is a core value at CTC. Collaborate with your peers on projects that will contribute to growing your career early on.
- **Curate Your Career Path** – IT and Finance rotational programs allow the flexibility to choose designated areas to focus on.
- **Mentorship** – Mentorship is provided to support you with goal setting, career guidance and development, and networking.

**65** New Graduates Hired Since 2020

**26** New Graduates Joining CTC in 2023

## Other Opportunities - Early Careers at CTC

Entry-level opportunities for new Graduates ready to kick start their career within Retail in areas such as Merchandising, Supply Chain, Marketing and IT.

The top 4 most commonly secured Early Career roles:

- Forecast Analyst
- Replenishment Analyst
- Category Business Analyst
- Brand Consultant

## Meet the CTC Team

Visit the CTC Campus Careers page, [here](#), to learn more.

---



**KAYLA  
MATIAS**

Senior Consultant,  
Talent Acquisition Design

Kayla graduated from Humber College, in the Social Services Program and has 5 years of diversified experience working within employment services in the not-for-profit and corporate sectors. Kayla has been supporting CTC Campus Talent Acquisition team for just over a year and is passionate about fostering strong relationships with Campus' to help them connect students to meaningful employment opportunities through CTC's Campus careers.

---

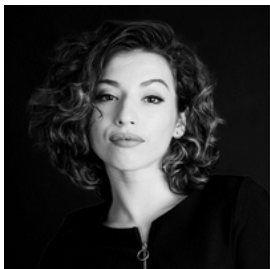


**MATT  
MCMEEKIN**

Talent Acquisition Consultant,  
Early Career Talent

Matt graduated with a BA, in Business Communication along with a Postgraduate Certificate in HR Management before gaining corporate HR experience in a variety of industries. Matt's diverse background and 2-years of supporting the CTC Campus Talent Acquisition team have set the foundation for him in what he loves to do now, supporting people navigate through their early career journey.

---



**CASS  
PODOR**

Talent Acquisition Consultant,  
Early Career Talent

Cass studied Psychology at UBC and has spent 10 years in arts administration and production before joining the Campus Talent Acquisition team at CTC in 2022. Her experience has provided a unique perspective on the term 'talent' and she has a keen eye for finding individual talent. She adopts a big-picture, team-oriented mindset in her consulting approach.

---



**CASSANDRA  
RUBLETZ**

Senior Consultant,  
Talent Acquisition Design

Cassandra graduated with a BA, in Human Resource Management and received her Certified Human Resource Leader (CHRL) designation in August 2019. She began her career in the not-for-profit sector as a Human Resources Generalist with a focus in career development. Cassandra has been supporting CTC's recruitment since 2019 working in the areas of high-volume, corporate and campus recruitment. She enjoys using her skills and experience to help students begin their careers within CTC.

To reach our recruitment team, please email [Cassandra Rubletz](mailto:Cassandra.Rubletz@cantire.com) at [Cassandra.Rubletz@cantire.com](mailto:Cassandra.Rubletz@cantire.com) or [Kayla Matias](mailto:Kayla.Matias@cantire.com) at [Kayla.Matias@cantire.com](mailto:Kayla.Matias@cantire.com)

# CTC Resources

Learn more about CTC's *Campus Careers Programs*

## CTC Careers Page



Check out the Careers page [here](#) including their Campus Careers page [here](#) and newly launched Tech Careers page [here](#).

## ESG Report



Check out their inaugural ESG report [here](#).

## Diversity, Inclusion and Belonging

See [here](#) to learn how CTC is creating a culture where belonging thrives and diversity, inclusion and equity are infused into everything they do.

## Sport Chek

**SPORTCHEK**

Check out one of CTC banners' new careers sites [here](#).



## Visit the Business Career Hub

### Employer Events

Interested in expanding your network and meeting industry professionals? BCH organizes and hosts many industry events - refer to your 'Careers Newsletter' for a list of upcoming events.

### Bootcamps/Prep Programs

Advance your technical and soft skills, earn digital badges, and gain an advantage in today's workforce through bootcamps. [Click here to register for current bootcamps.](#)

### Coaching & Mock Interview

For career coaching, interview prep and more, [schedule a 1:1 appointment](#) with a Career Consultant or a Co-op Coordinator.



[TedRogersBCH](#)



[Business Career Hub Website](#)



[TedRogersBCH](#)



### Career Consultant Contributor Carey Khoo

Carey is a Ted Rogers Alum from the Retail Management program and has student recruitment experience within the public sector. Carey is passionate about providing students with career guidance that allows them to develop, implement, and sustain meaningful careers.



### Student Contributor Zoey Tran

Zoey is a fifth-year Marketing Management Co-op student currently working as a Project Coordinator at the Business Career Hub. She is a student of the Top 200 Program and is passionate about developing a career in marketing and project management.