



Are you looking for a fast-paced, creative and challenging work environment? Are you a problem solver and passionate about analyzing data? Are you an individual that consistently overachieves? If so, Olive Media is looking for you!

Position available: Manager, Analytics Group

The ideal candidate is a highly self-motivated, energetic and client focused professional. This position is a key role in our operations team and reports directly to the Director, Operations and Corporate Strategy. If you have a natural curiosity, strength in analytics, an ability to work cross functionally and support many customer groups, innate creativity and leadership abilities, and a desire to work in an entrepreneurial environment, forward your resume to careers@olivemedia.ca

THE JOB IN A NUTSHELL:

As a member of the management team, you will lead a team of analysts in architecting business analysis to discover insights, drive results and create excellence across our functional and product groups. You will deliver value to Olive's customers, Olive's partners and Olive's shareholders. In addition, you will be a key contributor to the development of Olive Media's overall strategy.

The Analytics Group will provide regular and ongoing reporting, as well as lead the development of new ways of looking at our business. You will work collaboratively across the organization to inform sales (e.g., on pricing), business development (e.g., on developing publisher relationships), operations (e.g., on systems) and the executive team (e.g., on business planning).

WHAT WE NEED YOU TO DO:

Revenue and Inventory Optimization – Olive Elite Product

- Develop and implement a rate card strategy for our guaranteed, branded media product (Olive Elite)
- Manage and deliver reporting on inventory availability
- Develop communication strategies for pricing and inventory availability
- Collaborate with other groups to create new products and increase revenue
- Provide recommendations to Ad Operations to increase revenue
- Provide recommendations as necessary to operationalize business insight into regular reporting

- Provide strategic insight on system and process improvements to optimize revenue and inventory over time

Revenue and Inventory Optimization – Olive Brand Response Product

- Architect new reporting and insight into our non-guaranteed, performance-based media product (Olive Brand Response)
- Be a key participant in the execution of Olive Media's strategy in the performance-based media market
- Work collaboratively with the Manager, Audience and Operations on pricing and inventory strategies

Corporate Development and Strategy – Olive Media

- Support the Director of Operations and Corporate Strategy in creating business plans and reforecasts against Olive Media's various products
- Provide analytical insight for the Directors of Strategy and Audience to support various business and corporate development initiatives
- Be a key participant in analyzing opportunities for Olive Media to enter new businesses and / or markets
- Provide regular insight on operations and process improvements based on analysis and market insight

Team Leadership

- Lead and motivate a group of analysts to create and execute a strategy for Analytics Group
- Be accountable for the performance of your direct reports including creating annual performance plans, setting quarterly KPI targets and providing upward and downward feedback
- Set and measure key performance indicators for the Analytics Group to supply to senior management on a regular basis

ABOUT YOU:

- 3+ years experience in an analytical, business development or strategy role
- 2+ years in a management role with direct accountability for people
- Management consulting background an asset
- Prior experience in the digital media industry
- Knowledge of Ad Serving technology an asset
- Post Secondary education in Business, Marketing or E-Commerce
- Strong computer skills, specifically with MS office (Outlook, Excel, Access, Power Point)
- Fluency in French a plus
- Passion for problem-solving in a new and evolving industry
- A blend of business and technical skills and the ability to apply quantitative decision-making techniques in a business-setting
- Ability to work with a variety of teams (Sales, Technology, Ad Operations, clients)
- Can create and implement process

- Strong project management skills (organized, attention to detail, ability to work towards tight deadlines)
- Excellent written & verbal communication

STUFF THAT'S NOT ON A RESUME:

- Enthusiastic with a passion for excellence
- Mature, honest, hard working yet light hearted
- Fearless, driven yet patient
- A believer in Internet media, where it is today and where it is going

About Olive Media – www.olivemedia.ca

Olive Media is one of Canada's leading online advertising networks and has the ability to reach 13 million unique Canadian visitors monthly on its network of top-tier sites. Olive Media offers Canadian media buyers a one-stop shop for highly-engaged online Canadian audiences across premium Canadian and U.S. content channels, including iVillage.com, CNET.com, ArtistDirect.com, thestar.com, toronto.com, cyberpresse.ca and tetesaclaques.tv. Olive Brand Response, an Olive Media product, offers advertisers the opportunity to run performance-related campaigns on over 2000 Canadian and U.S. websites. Olive Media is a partnership between Torstar Digital and Gesca Digital

About Torstar Digital: <http://www.torstardigital.com>

Torstar Digital's mission is to deliver technology and strategic leadership to its online-only properties, create winning online businesses that can leverage Torstar Corporation's wealth of media assets and assist in online enabling of Torstar Corporation's existing portfolio of print businesses. Torstar's current portfolio of leading digital properties includes thestar.com, toronto.com, workopolis.com, wheels.ca, Olive Media and a variety of regional sites.

About Gesca Digital

Gesca Digital and its subsidiaries, operate several Internet sites (cyberpresse.ca, LaPresseAffaires.com, Technaute.com, MonToit.ca and MonVolant.ca) also own an interest in Olive Media, fifty percent interest in Workopolis, Canada's leading provider of Internet recruiting and job search solutions. Gesca Digital is a division of Gesca Ltd, a media group and a wholly owned subsidiary of Power Corporation of Canada (TSE: POW).

Also please visit Torstar Digital on [Facebook](#)