



**Wanted:**

**Dynamic, self-motivated, internet enthusiast, with a knack for ad trafficking.**

Are you looking for a fast-paced, creative and challenging work environment? Is working with energetic, passionate people right up your alley? Are you an individual that consistently overachieves?

If so, Olive Media is looking for you!

**Position available: Team Lead, Ad Operations**

The ideal candidate is a highly self-motivated, energetic and client focused professional. This position reports directly to the Manager, Ad Operations & Technology. If you are an individual that consistently exceeds expectations, forward your resume to [careers@olivemedia.ca](mailto:careers@olivemedia.ca)

**THE JOB IN A NUTSHELL:**

In this role you will lead a group of online ad operations specialists to book, optimize, troubleshoot and deliver ad campaigns across our network of sites. In this role you will become an advanced technical resource within the Ad Operations team to support Ad Operations department needs and collaborate cross-functionally to support special projects, with a specific focus on managing the technical aspects of publisher relationships:

**Key Responsibilities:**

- Manage and continue to develop an industry-leading group of online ad operations specialists to book, optimize, troubleshoot and deliver ad campaigns across our network of sites according to advertiser specifications, including (but not limited to):
  - Scheduling all online advertising campaigns in our online ad management system in a timely and accurate manner
  - Providing ongoing campaign optimization
  - Providing necessary reporting to external customers (e.g., campaign performance reports) and internal groups (e.g., resolution of any billing discrepancies)
  - Developing/maintaining procedures for trafficking and tracking processes with 3<sup>rd</sup> party ad servers and clients
  - Testing creative to ensure that publisher specifications are met
  - Overseeing inventory and forecasting estimates
- Become an advanced expert within the Ad Operations Group in managing and troubleshooting complex creative executions to implement campaigns according to client expectations

- Develop strong relationships with the Ad Operations department as a technical resource and educator
- Provide technical support, troubleshooting delivery and other ads problems in a timely and professional manner to other Ad Operations Specialists and Olive's customers across all ad platforms and systems as necessary
- Provide on-call support for after hours ad related emergencies as necessary

#### Advanced Technical Resource for Olive Publisher Partnerships

- Act as the expert within the Ad Operations Group in managing the technical aspects of publisher relationships including architecting site tagging, implementing new creative executions and troubleshooting as required
- Develop strong relationships and collaborate with Site Managers as you work to manage the technical aspects of publisher relationships

#### Advanced Technical Resource to Support Product and Operations Development

- Coordinate with Site Managers and Publishers on developing new products for Sales
- Develop strong relationships with our ad server technology vendor to maximize Olive's technology partnerships
- Continue to develop an in depth knowledge of ADTECH and DFP, 3rd party ad serving systems, performance display/rich media specifications and support policies.
- Investigate new ad technologies and enhancements (targeting options, cost reduction etc). Meet and coordinate with Vendors, Creative and Tech team as required.

### ABOUT YOU:

- Minimum of 3 years professional experience in Internet media advertising
- expertise in HTML, Javascript, Flash Actionsript)
- Highly preferred: experience with a variety of online display ad management systems (ADTECH, Advertising.com, DART, Atlas, OAS)
- Experience with Content Management Systems (PHP, Oracle)
- Strong interpersonal skills with demonstrated experience in cross-functional collaboration
- Excellent written and verbal communication skills; ability to relay technical concepts to non-technical audiences
- Demonstrated ability to build relationships
- Be customer-service oriented and have a can-do attitude
- Excellent attention to detail and ability to organize and prioritize
- Highly motivated independent worker
- People management experience
- BA/BS from a 4-year university or equivalent
- Fluency in French a plus

## 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](http://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 was created in February 2005 to lead Torstar into its digital future. Torstar Digital's mission is to deliver technology and strategic leadership to its online-only properties, create winning online businesses that can leverage Torstar's wealth of media assets and assist in online enabling Torstar's existing portfolio of print businesses. Torstar recognizes the importance and tremendous growth of the Internet and in turn, is investing heavily in best-in-class leadership, talent and technology to accelerate its growth into the digital media landscape. Torstar's portfolio of world-class internet sites currently includes workopolis.com, toronto.com, thestar.com, wheels.ca, Olive Media and a mix of other regional sites.

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