



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

Position available: Business Analyst

This position will be involved in all matters relating to internal and external reporting. This position will also work closely with Olive Media business leaders to develop analysis and metrics to help them better manage their businesses.

Olive Media is a leader in the online advertising market in Canada specializing in 100% premium content and has the ability to reach over 17.3 million unique Canadian visitors monthly* on a variety of top-tier sites. Since its inception in 2006, Olive has achieved annual revenue growth of 100% year over year, has grown its roster of employees from 12 to over 60 and was named one of Marketing Magazine's Top 10 Media Players of the Year in 2009.

If you have a natural curiosity, strength in analytics, and a desire to be a key contributor to an organization that has emerged as a marketing-leading digital media company in less than 5 years, forward your resume to careers@olivemedia.ca.

THE JOB IN A NUTSHELL:

In this role, you will work collaboratively with a wide range of groups in the organization including ad operations, sales and management:

Management Analytics and Reporting

- Create weekly sales, revenue and inventory reports
- Deliver regular communication to business leaders on key business metrics
- Develop and maintain a methodology for accessing and organizing large quantities of data
- Provide support in budgeting and forecasting process
- Develop and maintain benchmark and trending analyses to support audience acquisitions

Revenue and Inventory Optimization

- Develop a competency in accessing and analyzing business data, from our ad-serving systems and our CRM / Billing system (Netsuite)
- Support the sales and operations teams by maintaining a comprehensive understanding of ad inventory levels
- Analyze pricing across our Elite and Brand Response networks and provide recommendations to maximize revenue for our publishers and our company

Strategy and Business Insight

- Conduct opportunity analysis to support business and corporate development initiatives
- Develop, generate and analyze various key performance indicators to create insights that inform business decisions

ABOUT YOU:

- Strong analytical ability
- Strategic thinker
- 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)
- Strong project management skills (organized, attention to detail, problem solving skills)
- Ability to operate within the environment of time sensitive deadlines
- Strong computer skills, specifically with MS office (Excel, Power Point, Access)
- Familiarity with business intelligence systems an asset (e.g., Cognos, Microstrategy etc.)
- Excellent written & verbal communication
- Post Secondary education in Business, Marketing or E-Commerce
- Prior experience in an online media sales environment an asset
- Prior experience in a management consulting environment an asset
- Knowledge of Ad Serving technology an asset
- Fluency in French an asset

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 a leader in the online advertising market in Canada and has the ability to reach

over 17.3 million unique Canadian visitors monthly* on a variety 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 nytimes.com, CNET.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](#)