



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 management team and reports directly to the VP, Operations and Corporate Strategy.

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](mailto: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:**

Manage our **Revenue and Inventory Optimization** capability including:

- The rate card strategy for our media products, Olive Elite and Olive Brand Response
- The inventory management strategy and on-going inventory for our media products

- Communication strategies for pricing and ad inventory availability
- Recommendations to sales and operations to increase revenue
- Strategic insight on system and process improvements to optimize revenue and inventory

Create and deliver **Management Analytics and Reports** including:

- Collaborating with the Systems group to implement a new robust database / reporting and analytics platform
- Delivering weekly, monthly and quarterly reports across a variety of disciplines including sales and revenue, ad inventory availability, overall business operations and publisher performance

Support the creation of **Strategy and Business Insight** including:

- Creating business plans, budgets and forecasts in collaboration with the executive team
- Developing comprehensive strategic plans in collaboration with the executive team and Board of Directors
- Providing research and insight to support various business and corporate development initiatives
- Analyzing opportunities to enter new businesses and / or markets
- Provide regular insight on operations and process improvements based on analysis and market insight

**Lead a Team** of analysts to accomplish your objectives:

- 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

## 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
- Expert Excel skills
- Expert PowerPoint skills including management and data-backed story telling skills
- Experience in database and analytics platforms an asset
- 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](http://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.

### **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](#)**