



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: Olive Marketer

This position reports directly to the President, Olive Media. If you are an individual that consistently exceeds expectations, forward your resume to careers@olivemedia.ca

THE JOB IN A NUTSHELL:

In this new role, you have the opportunity to navigate the marketing initiatives for Olive Media by doing the following:

- Leverage the full marketing mix to build the Olive Media brand from disruptive industry upstart into continually disruptive industry leader.
- Develop and execute full marketing plan that support and enables Olive overall growth strategy.

WHAT WE NEED YOU TO DO:

Communication:

- To communicate with client base, potential clients, site partner group, potential site partners, media and potential recruits.
- Sales collateral, newsletters, web site, publicity, advertising, sponsorships.
- Create and develop marketing materials for specific projects.
- Implement and coordinate marketing plans within branding standards, stylistic objectives and deadlines.
- Manage and coordinate all special events, logistics and advertising.
- Partner and foster relationships both internally and externally, negotiate strong partnership agreements with external partners.
- Spearhead the communication efforts for both corporate and project level.

Engagement marketing:

- Field marketing

- Client events
- Client and partner development and retention initiatives
- Staff recruitment initiatives

Competitive Intelligence:

- Industry research – become the go-to person for knowledge of competitive activity
- Participate actively in development of overall Olive business and product strategy development

ABOUT YOU:

- Online media industry knowledge, preferably experience
- B2B marketing experience (2 -5 years), with event marketing background
- Strategic brand builder
- Sales DNA
- Creative
- Strong communicator, compelling written communication
- Tech savvy, online junkie
- Resourceful and can think outside the box to make amazing things happen at practically no cost

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).

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