



**Wanted:
Dynamic, self-motivated, client focused, internet enthusiast.**

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: Olive Brand Response Audience Acquisition Specialist

If you are an individual that consistently exceeds expectations, forward your resume to careers@olivemedia.ca

THE JOB IN A NUTSHELL:

In this role you will work with the Manager of Audience and Operations, Olive Brand Response, to strategically acquire new partners for Olive Brand Response. Olive Brand Response, an Olive Media product, offers advertisers the opportunity to run performance-related campaigns on over 2000 Canadian and U.S. websites. You will be responsible for all business development activities associated with bringing on new partners including, cold-calling, publisher research (information gathering), contract negotiations, early relationship management, and post campaign analysis. You will understand the broader network strategy and help develop a media procurement plan that is supportive of, and advances, that strategy.

WHAT WE NEED YOU TO DO:

- Define and articulate a media procurement strategy that is specific to the Canadian market and consistent with overall network strategy
- Develop tools and processes for monitoring progress against plan and regularly report this progress to management
- Proactively develop new relationships by generating leads and contacting new potential partners
- Negotiate media rates and publisher terms and conditions in concert with Legal support
- Provide thoughtful buy rationales using internal and external data
- Work with Operations Team to ensure seamless integration of new publishers into network
- Utilize 3rd party tools, such as Yield Manager, Comscore and Netsuite, to generate key procurement insights
- Represent network with professionalism and integrity at industry events and publisher meetings
- Own and maintain network quality assurance
- Develop regular reporting (new and existing publisher reports) for internal stakeholders
- Execute and send weekly publisher performance reports

- Field incoming inquiries that come through our website
- Analyze daily/weekly/monthly reports

ABOUT YOU:

- Minimum of 3 years working with ad networks in a business development or sales capacity
- Expert knowledge in direct response advertising a benefit
- Ability to influence and persuade through exceptional communication
- Strong research and analysis capability
- Proactive, organized and client focused
- Knowledgeable about traditional and on-line advertising, including performance advertising
- Knowledgeable about web analytics
- Knowledgeable about industry trends, online advertising trends and Internet best practices
- A University or College graduate (Business or Communications preferred)

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 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.

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](#)