



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: Online Business Development Specialist – Bilingual (French/English)

Olive Brand Response, an Olive Media product, offers advertisers the opportunity to run performance-related campaigns on over 2000 Canadian and U.S. websites.

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 be responsible for acquiring new partners and strategically building inventory for Olive Brand Response. You will also be responsible for all business development activities associated with bringing on new partners including, identifying prospects, cold-calling, contract negotiations, and early relationship management. 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
 - Aggressively develop new relationships by generating leads and contacting new potential partners
 - Negotiate publisher terms and conditions in concert with Legal support
 - 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
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- Field incoming inquiries that come through our website
- Analyze daily/weekly/monthly reports

ABOUT YOU:

- Minimum of 3 years working in online media in a business development or sales capacity
- Bilingual in French & English
- Knowledge in direct response advertising a benefit
- Experience and high comfort level with cold calling to develop new business
- 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 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 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](#)
