



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: Online Media Analyst**

This position reports directly to the Manager, Revenue and Inventory Optimization. If you are an individual that consistently exceeds expectations, forward your resume to [careers@olivemedia.ca](mailto: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:

- Develop a competency in accessing and analyzing business data, from our ad-serving system Yield Manager and our CRM / Billing system (Netsuite)
- Develop strategies to improve effective CPMs across our Brand Response network with the aim of maximizing revenue for our publishers and our company
- Develop, generate and analyze various key performance indicators including but not limited to ad-inventory sell-thru rates, CPMs and eCPMs across the business at varying levels of detail, including creating a weekly business/network performance report.
- Support the Manager of RIO in providing *proactive* Publisher performance and capacity analysis of our network to sales, account management, ad operations and management on a regular basis and make recommendations to improve business performance
- Analyze Publisher results and make recommendations to improve network performance
- Support the Manager of Audience and Operations - Brand Response, to develop inventory and revenue strategies.
- Support the Manager of RIO in providing pricing recommendations based on inventory analysis with the ultimate objective to implement a dynamic rate card
- Conduct inventory analysis for the Directors of Strategy and Audience to support various business and corporate development initiatives

- Develop and manage the architecture of our network in our ad-serving system, including making recommendations to change the architecture based on Publisher and network performance, and creating the architecture for new sites to the network
- Develop strong working relationships with the entire Olive Operations, to support cross-functional needs and projects

## ABOUT YOU:

- Strong analytical ability
- Management consulting background an asset
- Understanding of online direct response advertising an asset
- Passion for problem-solving in a new and evolving industry
- Prior experience in an online media sales environment in an operations role an asset
- A blend of business and technical skills and the ability to apply quantitative decision-making techniques in a business-setting
- Knowledge of Ad Serving technology an asset
- Ability to work with a variety of teams (Sales, Technology, Ad Operations, clients)
- Thrives on working a fast paced environment
- Can create and implement process
- Strong project management skills (organized, attention to detail, ability to work towards tight deadlines)
- Strong computer skills, specifically with MS office (Outlook, Excel, Word, Power Point)
- Ability to operate within the environment of time sensitive deadlines
- Strong attention to detail, excellent organizational and problem solving skills
- Excellent written & verbal communication
- Post Secondary education in Business, Marketing or E-Commerce
- Fluency in French a plus

## 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 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).

**Also please visit Torstar Digital on [Facebook](#)**