



### **Wanted:**

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

Are you looking for a fast-paced, creative and challenging work environment?  
Do you have a knack for building strong relationships and developing impactful proposals?  
Is working with energetic, passionate people right up your alley?  
If so, Olive Media is looking for you!

### **Position Available: Site Manager**

The ideal candidate is a highly self-motivated, energetic and client focused professional. This position reports directly to the Manager, Publisher Relations and is located in Toronto. 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 Publishers, Sales, Account Management and Traffic to maximize site revenue. You will:

- Work with Sales to brainstorm solutions and build winning proposals
- Strategically package premium inventory across sites, channels and network to maximize site ad revenue
- Work with Sales and Account Managers to understand the needs of advertisers in all verticals
- Build sales collateral in a compelling manner that meets the needs of advertisers and sales departments
- Accompany Account Executives on sales presentations as needed
- Act as the primary point of contact for Publisher partners providing outstanding customer service and attention to detail
- Develop and manage strong, value-added business relationships with publishers ensuring their ongoing satisfaction with Olive
- Proactively work with Publishers to package site inventory and introduce new opportunities to the sales team, advertisers and marketers
- Achieve specific sell through and/or revenue targets
- Provide Publishers with monthly financial reports and provide regular market insight
- Amass in depth knowledge of your assigned content area and act as the resident expert at Olive for that content vertical

## **ABOUT YOU:**

- 3 years related experience in ad industry, media, sales, marketing or online publishing
- Must have a solid understanding of the interactive ad industry and be self motivated to continue learning
- Proven ability to build strong business relationships and a winning environment
- Strong attention to detail, excellent organizational and problem solving skills
- Collaborative, persuasive and compelling
- Excellent written & verbal communication
- Strong computer skills, specifically with MS office (Outlook, Excel, Word, Power point), IE and Netscape
- Knowledge of various research tools (Media Metrix, eMarketer, PMB)
- Working knowledge of ad serving technologies as asset
- Strong graphic design skills an asset
- A University or College graduate, preferred Technology, e publishing, Graphic Design, Business or Media

## **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 teteslaques.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 Olive Media on [Facebook](#)