



### **Wanted:**

**Dynamic, self-motivated, internet enthusiast, with a knack for sales and service.**

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: National Account Manager**

The ideal candidate is a highly self-motivated, energetic and client focused professional. This position is a key role in our operations team and reports directly to a Senior Account Manager. If you are an individual that consistently exceeds client 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 Sales and clients, providing strategic recommendations to clients, booking ad campaigns, monitoring and reporting on campaign performance, and supporting the sales effort.

### **WHAT WE NEED YOU TO DO:**

#### **Campaign Initiation and Booking**

- Cultivate positive business relationships with advertisers, both through agencies, and client direct
- Respond promptly to sales enquiries, and follow up to ensure that complete information has been received
- Run inventory availability requests for sales
- Generate insertion orders and follow up with clients for signatures
- Request and follow up with credit applications
- Communicate technical specifications to clients, and provide trafficking contact information for creative delivery

#### **Campaign Management**

- Ensure that campaigns are live based on requested launch date
- Analyze campaign objectives vs. performance data, and identify strategies for maximizing campaign ROI
- Provide clients with reporting login and/or reports as requested

- Contact advertisers regarding campaign optimization, growth strategies and opportunities
- Monitor campaigns to ensure full delivery against contracted impressions, and proactively recommend solutions when underdelivery is imminent
- Communicate any campaign changes to traffickers with clear instructions for implementation
- Run final reports at conclusion of campaigns
- Liaise with clients for acceptable resolution of any underdelivery
- Inform accounting of any underdelivery for billing revision

### **Sales Support**

- Work with sales on presentation material and sales collaterals
- Work closely with sales to help deliver against their aggressive revenue targets by providing insight on the aspects of online media including research, rich media and branding.
- Work with sales on completing RFP requests from clients/agencies.

### **ABOUT YOU:**

- Proactive, organized and client focused
- Strong research and analysis capability
- Superior writing skills
- You know how to use CRM tools, preferably Netsuite
- Some experience with using ad servers
- On the ball about traditional and on-line advertising, including rich media
- Knowledgeable about comScore MediaMetrics and other web analytic tools
- Clued in about industry trends, online advertising trends and Internet best practices
- An experienced Account Manager in advertising sales, preferably online advertising
- A University or College graduate (Business or Communications preferred)
- Superior organizational skills

### **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 17.1 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).