



**Wanted:**

**Dynamic, self-motivated, internet enthusiast, with a knack for ad trafficking.**

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: Ad Operations Specialist**

The ideal candidate is a highly self-motivated, energetic and client focused professional. This position reports directly to the Team Lead, Local Ad Operations. 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 our External Publisher Sales and Account Management teams to coordinate ad trafficking for Olive Media:

- Booking, scheduling and launching all online ad campaigns, (including registering agency, setting up required filters, booking paid and house campaigns and loading creative for these campaigns) on our online ad management system, ADTECH.
- Coordinating creative testing and implementation for all campaigns by collaborating with clients, technical teams, editorial, creative, marketing and sales as necessary. Monitoring campaign performances to ensure contract fulfillment and managing campaign adjustments as necessary
- Providing campaign performance reports to sales and agency staff upon request
- Generating campaign performance reports for accounting and billing purposes and aiding in the resolution of any billing discrepancies that may arise as a result of campaign delivery issues
- Aiding the sales organization by communicating directly with clients, agencies and partners as necessary to co-ordinate all aspects of their ad booking including creative placement, progress reports, etc.
- Contribute to the on-going improvement of online ad products, trafficking processes, order fulfillment & cost management, etc. Investigate new ad technologies and Ad Network enhancements (targeting options, cost reduction etc). Meet and coordinate with Vendors, Creative and Tech team as required.

- Providing regular input to sales, marketing and management based on continuously updated ad product knowledge and online traffic expertise
- Become an expert on providing insight on new product development and campaign maintenance and optimization on a variety of websites, with a focus on bringing in new revenue, and keeping existing ad dollars.
- Assist Ad Operations/Project Manager with day to day tasks and perform other duties as required.

### **ABOUT YOU:**

- 1 year related experience in ad industry, media, sales and/or marketing
- Fluency in French a plus
- Good working knowledge of the Internet, web and online media
- Post Secondary education in: Technology, e publishing, Graphic Design, Business, Media
- Strong computer skills, specifically with MS office (Outlook, Excel, Word, Power point), IE and Netscape
- Working knowledge of ADTECH preferred. At a minimum some working knowledge of ad management systems such as Real Media OAS, Right Media, ADForce, Accipiter, Double Click, Net Gravity and other third party ad serving technologies
- Proven customer service knowledge and skills
- Strong attention to detail, excellent organizational and problem solving skills
- Excellent written & verbal communication
- A University or College graduate 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](http://www.olivemedia.ca)**

Olive Media is one of Canada's leading online advertising networks and has the ability to reach 17 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).