



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, Torstar Digital is looking for you!

**Position Available:
Account Manager – Local Sales**

Torstar Digital represents toronto.com, theStar.com, parentcentral.com, healthzone.com and yourhome.ca. Account Managers work collaboratively with an Account Executive on a defined territory to provide strategic recommendations to clients, manage contracts and campaigns to maximize performance and retention.

The ideal candidate is a highly self-motivated, energetic and client focused professional. This position reports directly to the Director, Local Sales. If you are an individual that consistently exceeds expectations, forward your resume to: careers@torstardigital.com.

THE POSITION:

Sales Support:

- Work with Account Executives to deliver against aggressive sales targets
- Attend client meetings as required
- Research prospects to ensure viability, credit worthiness, prior history
- Prepare proposals to support sales activity
- Maintain up to date sales related collateral; including reports, product calendars, sales decks, sales and media kits
- Monitor expiry and 60-day list to ensure contract continuation
- Maintain industry research files

Contract and Campaign Management:

- Analyze book and individual client objectives vs. performance data, and identify strategies for maximizing campaign ROI
 - Continuous reviews of the book to ensure individual clients are getting an appropriate ROI and work with AE to strategize around next steps.
 - Leverage Omniture, TED, CRM and other applications to track client activity and performance
 - Renew contracts and upsell to maximize retention and ROI
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- Respond promptly to incoming sales enquiries, and follow up to ensure that complete information has been provided
- Run inventory availability requests for sales (i.e. Display availability, RankWords)
- Work with Account Executive to ensure accurate contracts are prepared and endorsed
- Ensure contracts are activated in the CRM system
- Request and follow up with credit applications
- Coordinate order entry and interface with various departments to activate media
- Generate insertion orders and ensure accurate use of key words to not compromise search results.
- Communicate technical specifications to clients and obtain final sign-off on all creative
- Deliver signed insertion order to accounting, and communicate campaign details to trafficking
- Ensure that programs are live based on requested launch date and are terminated or renewed as per end date
- Provide clients with reporting login and/or reports as requested
- Monitor campaigns to ensure full delivery against contracted impressions and search results, and proactively recommend solutions when under delivery is imminent
- Communicate any program changes to traffickers with clear instructions for implementation
- Cultivate positive business relationships with advertisers

ABOUT YOU:

- Proactive, organized and client focused
- Strong research and analysis capability
- Ability to build and develop effective relationships within the team and with clients
- Strong communication and presentation skills
- Superior writing skills
- Knowledgeable about traditional and on-line advertising
- Knowledgeable about web analytics
- Knowledgeable 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)

STUFF THAT'S NOT ON A RESUME:

- Enthusiastic with a passion for excellence
- Professional, 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 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, eye Return Marketing and a variety of regional sites.

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