

Team Lead, Brand Response - Olive Media (9610886)

Job Type: Full Time

Location: Toronto, ON, CANADA;

Job Category: Advertising

Industry: Media

Number Of Positions: 1

Date Posted: Feb 9, 2012

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: TEAM LEAD, BRAND RESPONSE

Olive Media occupies a unique position within the Canadian online media landscape. Our value proposition is top-tier products, flawless execution and unparalleled service levels. We have built the best team of professionals in the business - and we boast a vibrant, progressive culture, celebrating hard work and fun. We are looking for an exceptional individual to be our Team Lead, Brand Response.

THE ROLE IN A NUTSHELL:

Reporting to the Head of Ad Operations, you will lead a group of Ad Operations Specialists to book, optimize, troubleshoot and deliver performance-based ad campaigns across our portfolio of network sites. You will develop optimization analytics and strategies in collaboration with the Product team and GM, Data Driven Media. You will become an advanced analytical resource within the Ad Operations team to support product optimization, ad operations and collaborate cross-functionally to support special projects. If this sounds like you, apply today!

WHAT WE NEED YOU TO DO:

Team Leadership

- Manage and continue to develop an industry-leading group of Brand Response specialists to book, optimize, troubleshoot and deliver performance-based ad campaigns across our network of sites with specific responsibility for the Olive Brand Response portfolio
- Ensure campaigns are delivered according advertiser specifications, including (but not limited to):
 - Scheduling all online performance-based advertising campaigns in AppNexus in a timely and accurate manner
 - Providing ongoing campaign optimization
 - Providing necessary reporting to external customers (e.g., campaign performance reports) and internal groups (e.g., resolution of any billing discrepancies)
 - Developing/maintaining procedures for trafficking and tracking processes
 - Testing creative to ensure that publisher specifications are met
 - Overseeing inventory and forecasting estimates
 - Contact advertisers regarding campaign optimization, growth strategies and opportunities in collaboration with the sales team
- Collaborate with the other team leads in the department to provide specialized support in a timely and professional manner to other Ad Operations Specialists and Olive's

customers across all ad platforms and systems as necessary

- Provide on-call support for after hours ad related emergencies as necessary
- Develop strong relationships across the department and the company as a whole as a specialized resource and educator

Advanced analytical resource for Ad Operations

- Act as the expert within the Ad Operations group for optimization strategies
- Analyze campaign objectives vs. performance data, and identify strategies for maximizing campaign ROI
- Monitor run rates to ensure full delivery against contracted impressions, and proactively recommend solutions for underperformance
- Act as the subject matter expert for the GM, Data Driven Media with data analytics and optimization strategy development

Advanced analytical resource to support Product and Operations

- Collaborate with the network product team to onboard new sites
- Continue to develop an in depth knowledge of AppNexus and other ad serving systems to advance Olive's Brand Response properties
- Investigate new optimization technologies and enhancements

ABOUT YOU:

- Minimum of 3 years professional experience in Internet advertising
- Expertise in HTML, Javascript, Flash Actionscript
- Expert knowledge of performance-based ad campaigns
- Expertise in a variety of online ad management systems, (AppNexus, OAS, DoubleClick, ADTECH, Yield Manager)
- Experience with Content Management Systems (PHP, Oracle)
- Strong interpersonal skills with demonstrated experience in cross-functional collaboration
- Excellent written and verbal communication skills; ability to relay technical concepts to non-technical audiences
- Demonstrated ability to build relationships
- Be customer-service oriented and have a can-do attitude
- Excellent attention to detail and ability to organize and prioritize
- Highly motivated independent worker
- People management experience
- BA/BS from a 4-year university or equivalent
- 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

Olive Media, a leader in the online advertising market in Canada, has the ability to reach over 17.6 million unique Canadian visitors monthly* on over 80 top-tier sites in English and French, including NYTimes.com, thestar.com, LaPresse.ca, auFeminin.com, Allrecipes.com and People.com. Olive Media offers media buyers *and digital marketers* full service solutions to reach highly-engaged online Canadian audiences across premium desktop and mobile web content channels. Olive Media serves over 250 digital agencies and marketers and offers publishers the opportunity to maximize their Canadian online advertising revenues through exclusive Canadian market representation. Olive Media is a partnership between Torstar Digital, a division of Toronto Star Newspapers Ltd. and Square Victoria Digital Properties Inc. For more information, visit our website www.olivemedia.ca or connect with us on [Facebook](#), [Twitter](#) and [Linkedin](#).

Olive Brand Response, an Olive Media product, offers advertisers the opportunity to run performance-related campaigns on over 2000 Canadian and International websites in both English and French. Olive Media is a partnership between Torstar Digital, a division of Toronto Star Newspapers Ltd. and Square Victoria Digital Properties Inc., a subsidiary of Power Corporation of Canada.

* comScore Media Metrix, September-November 2011 Average

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, TravelAlerts.ca, WagJag.com and a variety of regional sites.

About Gesca Digital

Gesca Digital and its subsidiaries, operate several Internet sites (such as cyberpresse.ca, LaPresseAffaires.com, MonToit.ca, MonVolant.ca and Technaute.com,) 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).