



MEDIACENTRAL

PROGRAMMATIC DIGITAL OPERATIONS LEAD

Media Central (NOW Magazine, nowtoronto.com, Georgia Straight, Canncentral.com and ECentralSports.com) is looking for candidates with a proven track record who will optimize the value of our audience and our advertising products.

As the Programmatic Digital Operations Lead, you will be responsible for the execution of demand-side programmatic advertising campaigns working in conjunction with our sales reps. The role involves buying inventory from multiple sources to fulfill and optimize digital advertising campaigns, interpret data analysis and produce post-campaign dashboards for advertisers. You will be asked to take part in the post-campaign review with our sales reps and advertisers with a sharp eye on renewing campaigns.

Responsibilities Include:

- Subject matter expert in demand-side programmatic advertising
- Ongoing management of campaign performance, campaign delivery, and campaign profitability
- Analyze data and implement optimization tactics to execute advertising campaigns based on client objectives
- Monitor and analyze reporting on a frequent basis to ensure optimal delivery and performance of campaigns
- Contribute to the development of best practices

Requirements:

- Post secondary education in a relevant field
- At least 2 years of professional work experience in buying inventory from multiple sources, fulfilling and optimizing campaigns, and producing post-campaign reports
- Fluent in programmatic software applications
- Can thrive in a fast-paced and accountable work environment where your “value” contribution is measured regularly
- Ability to translate business concepts to online marketing strategies and vice versa
- Team player with good communication and collaboration skills
- Solid work ethic

Compensation and Working Conditions:

- \$55,000-\$60,000 starting salary
- Full benefits
- Remote and occasional in-office work (downtown Toronto NOW Magazine Office)

Please send your resume, a cover letter and samples of your work or link to your portfolio by **November 21, 2021** to hr@nowtoronto.com.

While we appreciate your time and effort, only those candidates selected for an interview will be contacted. No phone calls please.

NOW is committed in policy, principle, and practice to maintaining an environment which prohibits discriminatory behaviour and provides equal opportunity for all persons. Should you have accessibility needs and be invited to an interview, please let us know in advance.