

## The Weather Network is Looking for You... Now Hiring People with a Sunny Outlook

### *Benefits of working for Pelmorex / The Weather Network:*

- Named one of Canada's 50 Best Managed Companies for the 5<sup>th</sup> consecutive year
- Recognized as one of Greater Toronto's Top Employers for 2010 and 2011
- Keeping pace with the growth of technology, we offer unique integration of creativity, science and technology
- Leader in employment equity and diversity
- Dynamic, fast-paced environment, open-door philosophy
- State of the art facilities

## Digital Advertising Products Specialist

*Reports to: Director, Sales IS  
Oakville, ON*

The Digital Advertising Products Specialist is responsible for optimizing revenue yield of The Weather Network's and MétéoMédia's digital advertising products. Through analysis of advertising campaign performance, advertising product placement and ad units, you will make recommendations to the Digital Sales and Digital products group to maximize revenue on advertising products and campaigns.

The Digital Advertising Products Specialist utilizes knowledge of online advertising products, digital ad serving and Excel to generate detailed reports on advertising yield through analysis of (though not limited to):

- Ad placement
- Industry segments
- Geographic targeting
- Demographic
- Content targeting
- Competitive site analysis
- RTB platforms

### **Responsibilities:**

- The Digital Advertising Products Specialist develops and recommends effective digital advertising optimization strategies through:
  - Reviewing key metrics across all of The Weather Network's digital products
  - Competitive product analysis to evaluate and recommend advertising product improvements
  - Applying quantitative analysis to determine value maximizing inventory and pricing policy
  - Collaborating with cross functional groups to identify pricing and revenue opportunities
  - Employing in-depth understanding of ad functionality, availability/supply and demand, and delivery mechanism to influence market rate card and pricing of custom ad packages

- Successfully testing and integrating new pricing and inventory segmentation models into improved operational processes
  - Evaluating profitability and conduct cost/benefit analysis of advertising deals and business partnerships
  - Analyzing sales and monetization behavior to identify trends and optimize pricing
  - Developing quantitative analysis, ad hoc reports, models, to support decision making
  - Forecasting and tracking inventory availability and performance sell-through, employing statistical analysis and modeling when needed
  - Creating and maintain time sensitive reporting tools related to inventory monetization
- Develops, generates, and interprets performance reports used in ongoing advertising analysis, and monitors product ad performance. Also monitors and analyzes online campaigns and makes changes to improve/develop performance metrics.
  - Collaborates with and supports the Digital Sales Team in achieving sales objectives. This includes working with other team members including Account Executives, Web Services, IT Designers and Ad Operations to provide Product and Sales team with performance analysis and recommendations for optimal online solutions.
  - Reviews online advertising program strategy and content and performance, making recommendations to the leadership teams in Digital Sales, Web and Mobile.
  - Campaign Analysis Reports on Advertising campaigns using Adtech Helios, ComScore and Omniture.
  - Evaluate potential ad technology partnerships and possible vendors for better optimizing and growing inventory yield.

*Roles, responsibilities and duties may evolve and change over time.*

**Qualifications:**

- BA/BS (Masters preferred) in Statistics, Economics, Applied Mathematics, Management Science, Engineering or related field; or Bachelor's Degree from an accredited college or university in business Advertising and or marketing
- Advanced knowledge of Excel required
- 4+ years' experience in online advertising media environment: agency, network or publisher side
- Strong knowledge of digital ad serving technologies such as DFP, Atlas, Adtech
- Passionate about analytics and using large scale data (framing – execution – presentation)
- Impeccable communication skills
- Structured analytical thinking with the ability to solve large scale data driven problems through the combined use of scripts, queries and dedicated math/stat tools
- Experience with digital advertising and online publishers with multiple sales channels a plus
- Experience working with relational databases and SQL query languages
- Excellent time management and attention to detail
- Comfortable in fast-paced and changing environment

**Competencies:**

- Proven ability to manage and complete tasks according to assigned timelines
- Ability to work independently and collaborate with cross-functional teams in a fast-paced and constantly changing team environment
- Demonstrated ability to maintain poise under stress and to respond quickly, logically, and patiently to questions or requests
- Strong verbal, written and interpersonal skills demonstrated by delivering clear, correct and timely communications and effectively working with others, verbally and in written format.
- Initiative: This position requires an assertive self-starter who is not afraid to take initiative, bring new ideas to the table, and argue a point of view to a broad audience. Possesses a strong work ethic and knows how carry a project to completion and commit to driving results for the business.
- Analytical Skills: Candidate needs to be able to extract and manipulate a variety of data for the benefit of senior management, Sales, Finance, and Ad Operations teams. Understands how to tell a story with numbers and translate large volumes of data into meaningful business intelligence.
- Technical Skills: High comfort level with mathematics and economics, as well as a general competency with statistics. Strong proficiency with Excel is required (pivot tables, nested formulas, advanced graphing techniques, experience using or writing VBA macros is a plus). Experience working with large data sets and understanding of analytical methodologies for evaluating data such as time series, stochastic, and regression analysis. Any experience with online ad serving technologies and basic HTML, JavaScript, and PHP understanding are a plus, but not required.
- Organizational Planning: Must demonstrate the ability to organize and manage projects within an unstructured environment, work with remote teams, and balance short term needs against long-term objectives, multi-task and prioritize

**Working Conditions:**

Visual concentration and manual dexterity for advanced keyboarding and monitoring computer screen. Regular requirements to work beyond the normal day to achieve business objectives.

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Qualified applicants should submit their resume to: *Human Resources*, Fax: 905-829-1332 or email: [hr@pelmorex.com](mailto:hr@pelmorex.com). Please quote: “**Digital Advertising Products Specialist**” in the subject line. Pelmorex is committed to equity in the workplace. We thank all applicants for their interest, but only those selected for an interview will be contacted.