



As Canada's leading full-service Out-of-Home advertising company, OUTFRONT has strong coverage across the country. OUTFRONT leads the industry with data driven intelligent campaign solutions for our clients. We are passionate about what we do and provide turn-key service from start to finish.

OUTFRONT's growth has been aggressive and consistent. We are always adding more Digital Billboards to our already existing static inventory. We are broadening our offerings, including Mobile and Programmatic. We are also the only Out-of-Home company in the country that owns and operates their own printer press and employs their own install crews, resulting in a truly vertically integrated client experience. The industry as a whole has experienced a steady increase in demand and is one of the leading traditional medias today, which makes this an especially exciting time to join OUTFRONT!

**We are currently seeking an enthusiastic and driven team player to join our team as
Business Development Manager – Programmatic and Mobile
(Toronto or Vancouver)**

In this role, YOU will be responsible for:

- In combination with the media sales team, strategizing, pitching and closing DOOH programmatic and mobile business by creating, maintaining and sustaining relationships with media agencies, trading desks and direct clients in your specified regions.
- Building a strong and trusted rapport with the sales team and acting as their primary and first point of contact for all programmatic and mobile needs, as well as providing them with regular training and education on mobile offerings, the multi-channel DOOH and programmatic offerings.
- Working with OUTFRONT's programmatic platforms to set up PMP's for clients looking to activate on our supply.
- Ensuring strong presence of OUTFRONT's programmatic and mobile offering at agency trading desks, digital departments within agency groups, 360 planners in your regions.
- Assisting in identifying new PMP Opportunities and working with sales team to get in touch.
- Assisting Self-Serve Storefront Users in campaign / audience creation. Checking-in with them periodically. Assisting sales team on re-igniting stagnant storefront account conversations.
- Monitoring audience concentrations daily on Fully managed programmatic campaigns. Making optimizations as necessary to ensure campaign delivery.
- Building out End Wrap campaign reports creating insights with raw data for programmatic and mobile campaigns.
- Attending brain storm sessions, product demos as needed.
- Performing other related duties and projects as assigned.

YOU possess:

- Bilingual (English & French) preferred.
- Post secondary education Sales & Marketing (preferred), or a combination of equivalent education and experience.
- A minimum of 3-5 years of professional technical sales, programmatic advertising, and/or digital sales experience in a related field.
- Highly effective team building, project management, prioritization, multi-tasking, organizational and time management skills to meet critical deadlines.
- An understanding and, ideally, experience within the out-of-home media sector, a keen eye for emerging trends and utilization of those trends for increased market share.
- Superior communication, both oral & written, with excellent presentation and interpersonal skills and the ability to build healthy working relationships.
- Energetic, self-motivated and results oriented.
- Proven team player who is both focused but nimble and flexible.
- Established relationships within the advertiser/agency community an asset.
- Proficient with MS Office - Word, Excel, PowerPoint, Outlook.

**Candidates are invited to submit their resume to Human Resources
by e-mail at: jobs@outfrontmedia.ca.
We will only contact candidates under consideration.**

'OUTFRONT Media Canada LP is an equal opportunity employer and is committed to providing an inclusive, barrier-free recruitment and selection process and work environment. If you are contacted for a job opportunity, please advise Human Resources if you require an accommodation to participate in our recruitment process, we will work with you to meet your needs.'