



Canada's leading full-service OOH advertising company, with more than 12,000 static and digital displays in over 60 markets across Canada, including the 10 largest markets in the country.

We are currently seeking an enthusiastic and driven team player to join our Digital team in Toronto as a *BUSINESS DEVELOPMENT MANAGER (PROGRAMMATIC & MOBILE)*

In this role, YOU will be responsible for

1. In combination with the media sales team you will strategize, pitch and close DOOH programmatic and mobile business by creating, maintaining and sustaining relationships with media agencies, trading desks and direct clients across Canada.
2. Build a strong and trusted rapport with the sales team.
3. Work with OFM's existing programmatic platforms to set up PMP's for clients that are looking to activate on our supply.
4. Acts as primary and first point of contact for all programmatic and mobile needs for the media sales team.
5. Provide regular training and education to the media sales team as it pertains to OFM's mobile offering as well as the multi-channel DOOH and programmatic offerings.
6. Ensures strong presence of OFM's programmatic and mobile offering at agency trading desks, digital departments within agency groups, 360 planners and the advertising industry overall.
7. Be a voice in developing relevant and contextual materials used for agency presentations in conjunction with the sales team.
8. Continually monitors and stays current with industry and market trends. Makes recommendations when appropriate for execution/inclusion by the company.
9. Keeps abreast of competitive intelligence and reports back to the DDT.
10. Owns shared responsibility to create and maintain a safe, healthy workplace culture and a work environment in which all individuals are treated with respect and dignity, and where workplace violence, harassment and bullying are not tolerated from any person in the workplace by acting in compliance with applicable legislation and company safe work procedures and practices, as required by applicable company policies.
11. Performs other related duties and projects as assigned.

YOU possess

- Post secondary education Sales & Marketing (preferred)
- 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 fax at (416) 255-5714 or by e-mail at: jobs@outfrontmedia.ca by Friday, February 14th, 2020.

We thank all candidates for their interest, however, only those under consideration will be contacted.

'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.'