

Senior Media Trader

Toronto-Hotspex Media

Hotspex Media works with world-class advertisers to manage digital media campaigns, using an award-winning targeting methodology called Cognitive Media Targeting. Our approach is reshaping the way that media campaigns are executed, using a combination of brand research and emotional relevance to more efficiently place advertising online. Hotspex Media is looking to add a Media Trader to its an easy-going and growing team.

Hotspex Media is a division of Hotspex Inc., who works with 15 of the top 20 advertisers in 41 countries. Recent awards include a Gold Medal at the 2018 Canadian Marketing Awards for the YouTube Storytelling award, and Best In Class at the MRIA awards.

The Role

This role requires a highly collaborative individual who is analytical and uses data-enabled problem-solving capabilities to deliver flawless media campaigns — meeting and exceeding client business goals and KPIs. The ideal candidate will have experience in programmatic campaign management (display, video, mobile, social); and a team-first attitude.

Some of your significant contributions will include:

- Execute all aspects of the campaign management process – including supporting with campaign planning and strategy; tagging recommendations; campaign setup; delivery management (pacing, budget, spend); analysis and reporting
- Liaise between the campaign management team and other key internal groups on the account
- Work alongside account team members to communicate value to clients.
- Provide campaign reporting and insights for clients across platforms.
- Assist with research, supporting new business development.

About you:

- DSP experience (DBM/DCM/Google Ads specifically)
- Deep experience with data analysis in Excel, including pivot tables and advanced functions
- Moderate knowledge of Powerpoint and/or Keynote.
- Excellent communications skills
- Experience working in / alongside Agencies.
- 3+ year's experience in media trading / ad operations

- Can multi-task, prioritize, and balance time across clients, multiple partner relationships and internal initiatives on a daily basis while maintaining strong attention to detail

Awesome-to-Have:

- Experience with Google Analytics.
- Experience with Google Tag Manager.
- Experience with Google Data Studio.

Are you a Media Trader who has a passion data and analytics and wants to work in a collaborative environment and wants to help us executive flawless media campaigns? Connect with us now to be a part of our energetic, dynamic and entrepreneurial team! Email your cover letter and resume to alexander.schure@hotspex.com and start writing your own compelling career story.

Hotspex thrives on diversity. We thank all applicants however only those short-listed for an interview will be contacted and let us know if you require any accommodation during the recruitment process.

<https://www.facebook.com/hotspex.research/>