



Are you looking for a fast-paced, creative and challenging work environment?
Is working with energetic, passionate people right up your alley?
Are you an individual that consistently overachieves?
If so, Torstar Digital is looking for you!

Position Available: Inside Sales Rep

Torstar Digital represents toronto.com, theStar.com, parentcentral.com, healthzone.com and yourhome.ca. The Inside Sales rep will provide strategic online media solutions to local, small and medium sized businesses in the GTA in a defined territory to achieve aggressive revenue targets. They will also provide account management by managing the life of campaigns for their defined territory.

If you are a highly self-motivated, energetic and results focused sales professional and want to build a career in the dynamic industry of online media, forward your resume to: careers@torstardigital.com

THE POSITION:

- Consistently deliver against aggressive revenue targets
 - Identify prospects, cold calling, and early relationship management of local retail clients.
 - Ownership of a specific territory with an aim to maximizing revenue potential
 - Develop and build strong relationships via telephone with local retail clients
 - Develop contracts and campaigns that will deliver optimum ROI to clients
 - Respond promptly to sales enquiries, and follow up to ensure that complete information has been received
 - Generate insertion orders and follow up with clients for signatures
 - Request and follow up with credit applications
 - Ensure that campaigns are live based on requested launch date
 - Analyze campaign objectives vs. performance data, and identify strategies for maximizing campaign ROI
 - Provide clients with reports as requested
 - Contact advertisers regarding campaign optimization, growth strategies and opportunities
 - Monitor campaigns to ensure full delivery against contracted impressions, and proactively recommend solutions when underdelivery is imminent
 - Expand knowledge and provide insight of the online advertising industry to your client base, including online advertising trends, technologies and strategies
 - Achieve a level of excellence and act as an ambassador of the brands your represent
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ABOUT YOU:

- 3-5 years experience in sales/account management with a proven history of achieving and surpassing sales targets, and unprecedented drive for results
- Preferred experience in the, Online or Media Sales
- Strong negotiation, presentation and telephone skills
- Experience and high comfort level with cold calling to develop new business.
- Proactive, organized and client focused
- You know how to use CRM tools, preferably NetSuite
- Ability to build and develop effective relationships within the team and with clients
- Solid organizational skills and time management skills with the ability to multi-task
- Ability to work in a fast-paced, dead-line oriented environment
- Strong written and verbal communication skills
- University or College Degree (Business preferred)
- An experienced Sales/Account Manager in advertising sales, preferably online advertising
- Superior organizational skills

STUFF THAT'S NOT ON A RESUME:

- Enthusiastic with a passion for excellence
- Mature, honest, hard working yet light hearted
- Fearless, driven yet patient
- A believer in Internet media, where it is today and where it is going

About Torstar Digital: <http://www.torstardigital.com>

Torstar Digital's mission is to deliver technology and strategic leadership to its online-only properties, create winning online businesses that can leverage Torstar Corporation's wealth of media assets and assist in online enabling of Torstar Corporation's existing portfolio of print businesses. Torstar's current portfolio of leading digital properties includes thestar.com, toronto.com, workopolis.com, wheels.ca, Olive Media, eye Return Marketing and a variety of regional sites.

Also please visit Torstar Digital on [Facebook](#)
