



Career Opportunities at Avid Life Media

Avid Life Media Inc. is a leading social entertainment company that operates some of the most vibrant social networking and dating communities on the web. We currently have online presence in 17 countries located around the world in a variety of languages, with aggressive plans to continue to expand the businesses. To support our continued compound annual growth and global expansion, we are looking for entrepreneurial, strategic and results oriented team members.

Our offices are conveniently located on the Yonge subway line at Yonge/Eglinton. We are currently looking for great people to fill key positions within the organization. If you feel you have the required skills and experience to be successful in the below position, we would love to hear from you!

BRAND MANAGER

We have an exciting new opportunity for a **Brand Manager** to assist in continuing to build out brand awareness and aggressively grow our business both through our various ecommerce sites & our global affiliate partners.

Responsibilities:

- develop and execute effective brand marketing, customer acquisition and awareness campaigns
- create and/or compile custom editorial and merchandising strategy for our websites
- analyze and track campaign results and be ready to adjust approach accordingly while providing ongoing recommendations for increasing customer acquisition and mitigating churn
- liaise with sales leads to develop and execute promotions to support the base physical business and make recommendations to ensure results oriented search marketing (SEO, SEM) and other online advertising projects including affiliate marketing, AdWords and securing traffic exchange arrangements
- develop and optimize database marketing and social media strategy, including the utilization of aggressive testing to maximize campaigns will also be in the portfolio as well as securing recurring "feature placement" with digital distribution partners
- focus on feature and product changes that will further the above, including mobile apps, voice products and ecommerce models
- assist in media buying related activities including research and recommending print, radio, TV, and online advertising solutions to reach target customers.

Experience & Qualifications:



- Bachelor's degree in a related discipline along with 5+ years related brand marketing or advertising agency experience along with a proven track record of driving measurable results
- demonstrated hands on knowledge of using a full range of advertising mediums including TV, radio, print and digital solutions, international experience (outside North America) is a definite asset
- creative and results oriented individual with a broad knowledge of internet technologies and tools including CMS and database marketing platforms
- demonstrated related experience along with a good eye for strong web creative is also required
- strong communication, organizational, analytical and quantitative skills
- excellent negotiation skills with the ability to build strong internal and external relationships in a cross functional work environment
- strong knowledge of web analytics tools such as Google Analytics and other SEO tools and be fluent in Excel/Access/SQL
- ability to manage an extensive workload based on planned deliverables, deadlines and priorities.

Qualified candidates should send a resume & cover letter (in the same document) to hr@avidlifemedia.com referencing "**Brand Manager**" in the subject line.