



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!

MANAGER INTERNATIONAL OPERATIONS

We have an immediate requirement to hire a **Manager of International Operations** to assist in aggressively growing our international business both through our various ecommerce sites and our global affiliate partners. The initial focus for this position will be on our www.AshleyMadison.com dating service which is primary targeted at individuals who may be married or in a long term relationship but are now looking for a casual or extramarital relationship.

Responsibilities:

- Assist in evaluating new country market opportunities across Europe and South America
- Play a key role in assessing and identifying potential new country/market sensitivities as it relates to local customer culture & values, target demographics, languages and local/federal legal requirements
- Develop and manage new country launch plans that include:
 - detailed planning as it relates to new web site build/language translation requirements and nuances;
 - identification of required “in country” public relations and marketing agencies (and assist other unilingual English speaking Avid team members in verbal and written communications, contract negotiations and project planning (other languages include German, Swiss German, Brazilian Portuguese, French, Spanish and Italian, to name a few);
 - in advance of the actual country/web site launch, work with internal marketing and PR team members to arrange required media/PR on-line & off-line advertising and TV/radio/print interviews. This work often requires the Manager to schedule a multi-city advance tour to meet with contractors, affiliate partners, PR agencies and media representatives in advance of the web site/business launch;



- when the web site/country formal launch is rolled out, support the CEO by both scheduling and accompanying him during in country/multi-city press & media interviews, assisting in language translation when needed;
- may assist in web site language translations and quality assurance related activities.
- develop working relationships with international PR/marketing agencies, key media representatives and affiliate partners
- assist internal Marketing &PR in international media buying related activities including research and recommending print, radio, TV & online advertising solutions to reach target customers;
- work with Affiliate Sales and Country Managers to recruit new affiliate partners around the world and negotiate their contracts
- assist in sourcing, interviewing/hiring and training international country managers and then act as corporate contact for them on an ongoing basis
- write and negotiate contracts
- translate and interpret business & legal documents (e.g. German, Portuguese, Spanish, Italian)
- a flexible work schedule is required in this role in order to be available for scheduled calls and meetings with individuals located around the world (e.g. Europe business hours are + 5-6 hours to Canada often requiring a 6 am local start time with calls with other parts of the world throughout the day and evening). The nature of the role also requires someone flexible to frequently travel around the world for short and extended periods of time.

Experience & Qualifications:

- **Degree in a related discipline, MBA or Law required, along with 1-3 years related international experience in the online dating industry with an international scope**
- Strong understanding of target market demographics and cultures
- 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 required
- creative and results oriented individual with a broad knowledge of internet technologies and tools including SEO and SEM
- demonstrated related experience along with a good eye for strong web creative is also required
- very strong verbal/written/negotiation communication skills
- excellent English language communication skills along with multilingual language skills in all of the following: German, Portuguese, Spanish, Italian and French
- solid organizational & analytical skills along with ability to work in a very fast paced results oriented environment
- ability to manage an extensive workload based on planned deliverables, deadlines and priorities



- skilled at directing a team of 5-10 internal staff in a direct and indirect capacity along with a variety of external international resources and budgets in excess of \$5M per year
- flexibility to work irregular hours when in office and to travel internationally on a regular basis
- the position is Toronto office based and financial relocation assistance is not available for any candidate applying outside of the city.

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