Ad Ops Reporting Analyst

About Newcom Media Inc.

Family-owned and operated, Newcom Media is Canada's premier B2B publisher delivering information and marketing services to a wide variety of industries through magazines, websites, trade shows and events. Markets we serve include dental, fashion, financial, insurance, retail and trucking. If you're ready to bring enthusiasm, work ethic, entrepreneurial spirit and join a family-owned business community, we want you on the Newcom team!

Position Summary:

The Reporting Specialist plays a key role in supporting Newcom's digital advertising ecosystem. The role is responsible for collecting, analyzing, and interpreting data from sources to produce clear, actionable insights that inform business decisions and optimize performance.

Working closely with teams across Ad-Ops, Content Solutions, Audience Development, Web and Social, this role develops and maintains reports and dashboards to track KPIs, identify trends, and support strategic goals. This role requires strong analytical skills, attention to detail, and the ability to translate data into clear, actionable recommendations.

Key Responsibilities:

- Collect, analyze, and interpret data from digital, print, and sales channels to generate accurate and actionable reports.
- Monitor key performance indicators (KPIs) to assess business performance and identify trends.
- Provide strategic insights to inform business decisions and support optimization initiatives.
- Collaborate with teams across Ad-Ops, Content Solutions, Audience Development, Web and Social, to ensure data accuracy and alignment with business objectives.
- Prepare and distribute reports, dashboards, presentations, and other data-driven documents.
- Utilize Microsoft Excel and SQL to extract, clean, analyze, and present data.
- Leverage AI-driven tools to streamline reporting workflows, identify patterns, and enhance insight generation.

Qualifications:

- 1–2 years of experience in data or marketing analytics (or strong academic background with relevant internship experience).
- Advanced Microsoft Excel skills (eg. Pivot tables, VLOOKUP, macros) for data cleaning, ad-hoc reporting, and analysis.
- Strong understanding of statistical analysis (eg. Averages, variance, and correlation) for accurate data interpretation.
- Maintain strong attention to detail to ensure accuracy and reliability of all data and reports.

- Exhibit excellent organizational and time management skills.
- Effective written and verbal communication to clearly convey complex information, prepare reports, troubleshoot issues, and provide actionable insights.
- Familiarity with digital advertising platforms (eg. GAM, Meta, LinkedIn, Google Analytics) is an asset.

What You'll Gain

- Hands-on exposure to digital ad operations in a fast-moving media environment.
- Mentorship from senior ad-ops, digital media, and analytics leads.
- End-to-end understanding of campaign lifecycles, from trafficking and QA to optimization and reporting.

Location:

This hybrid role is based in our Toronto office. Candidates must be comfortable working remotely and on-site as needed.

Application Instructions:

If you are interested, please send your resume profile and cover letter by email to **Alicia Lerma @ alicia@newcom.ca** with the subject line: Ad Ops Reporting Analyst Application – [Your Name]