ADVERTISING OPERATIONS (AD OPS) MANAGER

ROLES AND RESPONSIBILITIES

- Manage the US AdOps team of campaign traffickers and media planners with ongoing development through training and mentoring

- Provide day-to-day support to US advertising sales team and address operational concerns

- Serve as main point of contact for Finance Team to ensure all digital campaigns are invoiced on a monthly basis as well as resolving any 3rd party billing discrepancies

- Provide inventory availability to sales team and monitor for any forecasting abnormalities

- Work closely with the Head of AdOps Americas and development team to troubleshoot any technical issues and ensure advertising integration across all devices

- Review monthly campaign performance and performing analysis on sell-thru rate for analytics team

- Lead AdOps team through weekly revenue at risk meetings to analyze campaign performance and make recommendations for optimizations

- Provide data to sales, production and marketing departments across various regions in a timely and accurate manner

- Work with sales planners, accounts and publishers to ensure accurate and accessible information on all network campaigns across the VICE network and order management booking system

QUALIFICATIONS

- 3+ years experience with online ad serving, preferably at a publisher

- 1+ year with managing an online operational team of 4+

- Experience trafficking in DFP Premium

- Proficient in Microsoft Office programs, particularly Excel

- Excellent communication and interpersonal skills, with the ability to converse with site managers and developers and well as account executives and clients/agencies

- Knowledge of 3rd party ad tags (DFA, MediaMind, PointRoll, Flashtalking, etc.)

- Capacity for meticulous review of campaign data in auditing and data entry

- Ability to handle heavy workload, mediating many demands and requests with strong problem solving drive

- Smart and quick learner with organizational agility and strong attention to detail

- Preferred knowledge: HTML, CSS, Google Analytics, DFP Audience, Google AdExchange (buy/sell side), comScore

HOW TO APPLY
https://workforcenow.adp.com/jobs/apply/posting.html?client=VICE