



Job Title;

Inventory Executive, EMEA

BBC Global News

The BBC Global News Digital Ad Operations team is responsible for the fulfilment of all advertising activity as well as the successful enablement of sales teams in order to guarantee the proper functioning of sales workflows. This is achieved through diligent inventory management, consistent communications regarding the commercial portfolio of ad products, frequent training on tools and process as well as the flawless execution of contractual commitments.

Role

The Inventory Executive, EMEA role is a full-time position based in London reporting to the Head of Digital Ad Operations, EMEA.

Your primary objective is to provide governance of the EMEA digital sales workflow to ensure a smooth running of business.

You must be an excellent communicator who delivers clear and concise messaging and are comfortable managing relationships and influencing behaviours among sales and planning teams.

This role will appeal to individuals who can manage detail effectively (requires a thorough understanding of the product portfolio and order management system) whilst maintaining a view of the bigger picture (anticipating and removing obstacles).

The ideal candidate for this role will be an individual with 2-3 years sales planning experience and has ambition to move in a role based on sales governance, oversight and best practice in order to maximise revenue for BBC Global News.

Key Responsibilities

- Regional lead to ensure adherence of sales policy and best practice throughout the region
- Communicate new products and sales initiatives
- Support & orientation of new sales coordinators & planners in region (and key individuals within external sales rep businesses) on sales workflow process
- Primary responsibility for order approval in order management tool
- Super user for all BBC advertising digital systems including order management tools, ad servers, CRM platforms, audience & contextual targeting solutions

- Maintain sponsorship buy out calendar: ensure SOV guidelines are respected, coordinate with regional peers to ensure accuracy and resolve scheduling conflicts
- Provide guidance to sales & planners for best inventory placement to maximise viewability, brand safety, and other client KPIs
- Initiate requests for the creation of all new billable accounts with finance and credit control
- Management and booking of all house and barter advertising
- Ad hoc project work

Strategic Planning & Decision Making

An ability to work concisely and accurately is vital. You will also be involved in technologies and project work that drive the business forward whether that be audience tools or researching new ad formats. The candidate will need to show leadership qualities to teams, by influencing and mandating policy and regulations that drive more revenue for BBC Global News.

Essential Skills and Experience:

- Proven process development skills
- Expert user of order management tools (such as Google DSM or Operative)
- Excellent analytical skills and eye for detail
- Complex problem solving
- Superb communication and interpersonal skills
- Excellent Excel and PowerPoint skills
- Outstanding attention to detail, time management and the ability to multitask
- Self-starter and pro-activity
- Ability to work both independently and collaboratively within a team
- Strong commercial awareness
- Outstanding customer service
- Ability to multitask and efficiently manage time and priorities
- Dedication to quality work whilst maintaining efficiency
- Dealing with change management
- Experience working in the advertising/media industry
- Experience of using or interest in advertising technology

Relationships

Weekly communication with all EMEA offices and senior management is essential, whilst also developing a strong network of contacts across the BBC. The individual will work across the value chain of campaigns with regular interactions across the Global News including colleagues in Ad Operations, Sales, Ad Technology, Business Intelligence and StoryWorks.