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## **Job Description**

Digital Ad Operations Manager, EMEA  
BBC News International

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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 Ad Operations Manager, EMEA will be responsible for delivery and trafficking of campaigns sourced in the EMEA region, and will be based in the regional hub office in London reporting to the Head of Digital Ad Operations, EMEA.

The ideal candidate will have a strong background in Ad Operations in a relevant business. They will be focused on sales enablement, and have been part of a technically skilled team that has delivered successful results in a solutions-first environment. The candidate must be analytical and an excellent communicator who delivers clear and concise messaging and is comfortable at managing relationships and influencing sales teams.

## **Responsibilities**

- Responsible for the delivery of ad ops campaigns sourced in the EMEA region, including but not limited to quality control, trafficking, troubleshooting, reporting, optimization, capacity planning and management and accurate billing.
- Management of Ad Operations Executives based in the regional hub office; assist the regional Head of Ad Ops in maintaining strong capacity planning
- Provide technical support to external and internal clients to resolve any issues and develop a plan for the prevention of the same issues.
- Achieves, maintains low error rates and puts in place measures to prevent future errors.
- Continually works to improve working practices to ensure efficient trafficking and best in class delivery.
- Ensure that campaigns are launched on time, that campaign performance is adequately monitored, and any performance issues are communicated to the Sales team in a timely manner.
- Assist in the operational implementation of new ad products.
- Assist in the maintenance of the 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
- Support & orientation of new sales coordinators & planners in region (and key individuals within external sales rep businesses) on sales workflow process
- Ensuring good relationships with internal sales, compliance, editorial, technology and product departments including interpretation and application of ad operations SLA, issue resolution and escalation processes.
- Work with Business Intelligence team to ensure accurate data and business reporting.

### **Requirements**

- Substantial experience working in an Ad Operations team in a digital environment.
- Ability to clearly communicate complex and technical issues to variety of internal and external stakeholders.
- Knowledge of ad serving systems such as Google Ad Manager, multiple programmatic platforms and the ability to troubleshoot campaign issues confidently.
- Systems aware and adaptable: knowledge of HTML/CSS required; JavaScript and PHP advantageous
- Experience with order management tools such as Operative, Wide Orbit
- Experience of trafficking and background of maximising efficiencies and reducing response times.
- Knowledge of programmatic and commercial SSPs as well as DMP platforms.
- Knowledge of audience and data based sales as well as knowledge.
- Excellent interpersonal and organizational skills.

### **Preferred Skills**

- Broadcaster/publisher experience an advantage.
- Knowledge of regional market and stakeholders important.

### **Location**

- London