

## Job Description

Junior Digital Ad Operations Executive (EMEA)  
BBC Global News

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### Role

The Junior Ad Operations Executive (EMEA) will be responsible for assisting the delivery and trafficking of campaigns sourced in the EMEA region, and will be based in the regional hub office in London. The ideal candidate will have an eye for detail, an appetite to work in a sales environment and have strong communication skills. This is an entry-level role, suited to an enthusiastic individual looking for the first role in a digital environment. This role reports into the Ad Operations Manager based in London.

The role requires the ability to work in a highly pressured environment and the knowledge and confidence to make business critical decisions at very short notice. Attention to detail and high levels of accuracy, as well as an ability to take ownership, are integral to the role.

### Responsibilities

- Responsible for the delivery of programmatic and direct ad ops campaigns sourced in the EMEA region, including but not limited to quality control, trafficking, troubleshooting, reporting and optimisation.
- 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.
- Provide operational support to external and internal clients to resolve any issues and develop a plan for the prevention of the same issues.
- Achieve and maintain low error rates. Suggest and assist in implementing measures to prevent future errors.
- Continually work 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.
- Liaise with teams responsible for Inventory & Yield Management, Planning and Business Intelligence to ensure open flow of information and data to better understand performance and optimise campaigns
- Ensuring that digital advertising is compliant with Ofcom and BBC editorial standards.

### Requirements

- Knowledge of the digital advertising market.
- An eye for detail.
- Exemplary teamwork and problem solving skills.
- Excellent interpersonal and organisational skills.

- Self-motivated
- Enthusiastic
- Good numerical literacy
- Experience of Microsoft Office (including Excel).

**Preferred Skills**

- Knowledge of coding languages, i.e. HTML, Javascript etc preferred.
- Related qualifications or study area an advantage.
- Knowledge of regional market and stakeholders.
- Knowledge and experience of using Google Ad Manager and other 3<sup>rd</sup> party technologies.

**Location**

- London