

Job Description

Digital Ad Operations 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 Ad Operations Executive (EMEA) will be responsible for delivery and trafficking of campaigns sourced in the EMEA region. The ideal person for this role will need to be comfortable interacting with all parts of the BBC including sales, editorial, product, marketing, among others to ensure a flawless, high quality advertising experience for all stakeholders and clients.

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

The model candidate will have an eye for detail, an appetite to work in a sales environment and have strong communication skills.

This role reports into the Ad Operations Manager based in London.

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.
- Set up test & preview pages and test creatives as needed and send to internal team members and external clients & agencies directly
- 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.
- Google Ad Manager proposal submissions & approvals
- Achieve and maintain low error rates. Put in place 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.
- Assist in the operational implementation of new ad products.

- Liaise with teams responsible for Inventory & Yield Management, Planning and Business Intelligence to ensure open flow of information and data to better understand performance, optimise campaigns, manage resources accordingly, and to achieve client targets.
- Mentorship of junior team members and demonstrating exemplary working practice.
- Ensuring that digital advertising is compliant with Ofcom and BBC editorial standards.

Requirements

- Digital advertising operations experience.
- Experience of campaign delivery and optimisation.
- Experience of working with Google Ad Manager (+ DV360)
- Knowledge of programmatic.
- Experience of troubleshooting and using related tools, such as the Google Publisher Console
- Knowledge of the digital advertising market, including awareness of current and future industry trends, knowledge of key broadcasters, publishers & agencies in the digital industry and familiarity with commercial trading methods.
- An eye for detail.
- Exemplary teamwork and problem solving skills.
- Excellent interpersonal and organisational skills.
- Demonstrable experience of working with 3rd parties, data & programmatic platforms
- 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.

Location

- London