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Job Title;  
**Advertising Portfolio Manager**  
BBC Global News

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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 post-sale 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 Advertising Portfolio Manager is a full-time position based in London whose primary objective is to enable the operational effectiveness of sales delivery and inventory management teams.

You must be an excellent communicator who delivers clear and concise messaging and is comfortable managing relationships and influencing behaviours among sales and planning teams while working to pace with peers in advertising technology and product roles. This role will appeal to individuals who can manage detail effectively whilst maintaining a view of the bigger picture (departmental road map and objectives, relative priority of initiatives).

The ideal candidate for this role will be an individual with proven product or project management experience within a digital sales organisation and is familiar with all aspects of ad serving, targeting, and delivery methodologies.

### **Key Responsibilities**

- Maintain roster of advertising products within order management, delivery systems, audience and contextual targeting tools (taxonomy, hierarchy, segmentation)
- Global operational lead for the deployment and configuration of new or enhanced technologies, products and solutions (“last mile” acceptance for internal users):
  - anticipate workflow implications
  - evangelisation and training of end users
  - monitor adoption & compliance

- feed back to technology, product and management stakeholders on the success and usage of delivered solutions with a view to continuous improvement (propose changes, deprecation, etc)
- Primary liaison with product, development and advertising technology peers for articulating cases, scenarios and issues affecting operational delivery
- Global owner for the escalation of technical troubleshooting for digital advertising activity (raising support tickets, case management, communication flows with affected territories/accounts)
- Conduct ad hoc testing of systems and ad formats in order to facilitate the roll out of new solutions and resolve errors
- Documentation drafting and maintenance of all operational collateral: external digital advertising technical specifications, internal trafficking guides, sales enablement materials
- Internal expert for advertising opportunities on off-platform properties (Apple News, Google AMP, YouTube, audience extension, podcasts)
- Deputise for regional Inventory Managers in the validation and approval of all orders submitted to operational teams for delivery
- Respond to ad hoc sales & operational queries regarding delivery workflow, product functionality, tracking methodologies
- Liaise with external vendors as related to internal use cases
- Ad hoc project work

### **Essential Skills and Experience:**

- Proven process development skills
- Expert user of order management tools (such as Google DSM or Operative) as well as digital ad serving technologies (Google Ad Manager, Teads, Triple Lift)
- Previous experience using issue and project management software (Jira, other)
- Previous experience with content management systems such as WordPress or Ghost
- Excellent analytical skills and eye for detail
- Complex problem solving
- Superb communication and interpersonal skills
- Excellent Excel and PowerPoint skills (for example, producing advertising product collateral, technical documentation, Gantt charts, etc)
- Ability to work both independently and collaboratively within a team
- Strong commercial awareness
- Ability to multitask and efficiently manage time and priorities
- Dealing with change management
- Experience working in the advertising/media industry

### **Relationships**

Weekly communication with all global offices and 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, Inventory Management, Sales, Ad Technology, Product & Development, Business Intelligence and StoryWorks (Global News' branded content production team).