**Position Description**

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| Job Title:  | Digital Ad Operations Specialist |
| Reports to:  | Digital Ad Operations Lead |
| Division:  | Foxtel Media |
| Location: | Artarmon |
| Department: | Digital Ad Operations |
| Leader Level:Award Classification: | Self-leader |
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| **Your impact** |
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The Foxtel Media Digital Ad Operations Team is currently looking for a Digital Ad Operations Specialist to join us in supporting a culture of being customer first for our stakeholders. Your core responsibility is to deliver the best direct and programmatic campaign outcomes for our clients across Foxtel Media’s premium network of sites including leading platforms like Foxtel, BINGE, Kayo and Fox Sports.

The Digital Ad Operations Specialist is responsible for ensuring your dedicated campaigns go live on time and deliver successfully towards set KPIs. You will be required to work closely with a team Ad Ops Coordinator and Campaign Manager to book, implement and monitor activity. You will work across both direct and programmatic digital executions and be able to provide clear optimisation strategies and campaign insights to your stakeholders. As such this person must demonstrate high attention to detail, have clear communication skills and enjoy working in a fast-paced, innovated digital environment.

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| **Responsibilities** |
|  * Book, implement and successfully deliver digital direct and programmatic campaigns end to end across dedicated Sales patches
* Work with Ad Ops Coordinator and Campaign Manager to ensure digital creatives are delivered to specification and on time
* Conduct WIPs and provide regular updates for Sales and relevant stakeholders on campaign progress
* Troubleshoot campaign delivery concerns or platform issues with relevant stakeholders such as Sales, Ad Ops Managers, Product Team, and external contacts
* Provide operational insights and Sales support during briefing stages and throughout life of campaign
* Be go-to for operational expertise, including technical and programmatic campaign requirements
* Provide campaign related analysis and platform or operational updates to relevant stakeholders, including end of campaign insights, client insights, Sales patch or agency insights, platform, and product insights etc.
* Support your Digital Ad Ops Lead with team projects to drive business initiatives (platform improvements, workflow, and process improvements etc.)
* Conduct regular Ad Ops training and knowledge sharing sessions with relevant teams
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| **Your Stakeholders** |
| **Key Internal Stakeholders**: * Sales Team
* Partnership Team
* Technology and Product Team
* Inventory Team
* Ad Ops Managers

**Key External Stakeholders:*** Agencies
* Advertisers
* Tech Vendors
* Channel Partners
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| **Skills and experience**  |
| * 1-2 years of working experience in the digital advertising industry and/or in similar media campaign management roles
* Strong communication skills around managing stakeholders and resolving escalations
* Preferred experience with digital ad formats such as streaming video, web display and web video
* Preferred working knowledge of programmatic digital trade
* Preferred experience across digital creative assets including 3rd party tags and pixels
* Preferred experience with Google Ad Manager, AdX, Magnite CTV, Xandr and/or similar digital ad servers
* Ability to work under pressure, exceptional organisation skills and multi-tasking
* Solutions focused, and detail orientated
* Proficiency in PowerPoint, Word, Excel, and MS Office

This role is suitable for those within the media industry, looking for an opportunity to grow within the digital media and ad operations/ad tech space. Foxtel Media supports a hybrid working environment and may be suitable for those looking to relocate to Sydney. |
|  Our purpose is to bring home Australia’s most valued entertainment experience.  To help us achieve this, we have a set of values to guide how we behave and operate as a business, as a team, and as individuals:  **Customer First:** We put our customer relationships first. We think customer in every decision.   **Own It:** We take on the responsibility to bring home the best value.   **Authentic:** We give people a fair go and talk straight.   **Change the Game:** We make Foxtel different, better, and special.   **Win Together:** We love being the underdog that wins. Together we are an unstoppable team.  |