**Position Description**

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| Job Title: | Digital Ad Operations Lead |
| Reports to: | Group Manager – Digital Ad Operations |
| Division: | Foxtel Media |
| Location: | Artarmon |
| Department: | Digital Ad Operations |
| Leader Level:  Award Classification: | People 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 Lead to join us in supporting a culture of being customer first for our stakeholders. As a Digital Ad Operations Lead, 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.

As the Digital Ad Operations Lead of your specialisation, you will also be the go-to for all aspects of your focus area; being a beacon of knowledge for fellow Ad Ops team members and other department stakeholders.

You will be responsible for leading fellow Ad Ops team members through successful campaign and creative delivery. Meanwhile, also having the opportunity to work on cross-team projects, where you will drive new initiatives for the business – platform improvements, tech updates and new product launches.

The perfect candidate will have great attention to detail, experience with managing a team, strong work ethic and a thirst for understanding the technical mechanisms of advertising.

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| **Responsibilities** |
| * Lead and nurture a small team of Digital Ad Operations team members, supporting through training and guidance to work independently and manage day-to-day activities * Oversee campaign execution and delivery to ensure successful campaign KPIs are achieved for your Sales stakeholders, across both direct and programmatic buy types * Provide operational insights and Sales support during briefing stages and throughout life of campaign, driving suitable campaign executions for the client’s campaign objectives * Representing Foxtel Media as the operations and solutions go-to for any Sales and client queries, including occasional client facing engagements * Escalate and troubleshoot delivery concerns or platform issues with relevant stakeholders, including Sales, Ad Ops, Programmatic, Inventory, Product, media agencies, clients etc. * Provide campaign related analysis and platform or operational updates, including end of campaign insights, Sales or agency trading trends, platform and product developments etc. * Lead tentpole or code planning within your focus area, including pre-sale packaging, ensuring operational elements are available and in place, cross team campaign execution alignment and implementation, tentpole delivery monitoring and success. * Support the Digital Ad Ops management to drive team projects and business initiatives (platform improvements, tech updates, new products etc.) and vendor management * Conduct and participate in regular internal and cross team Ad Ops training sessions for knowledge sharing |

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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 | |
| **Skills and experience** | |
| * 3+ years of working experience in the digital ad operations industry * Experience with leading and nurturing team members * Strong communication skills with managing stakeholders and resolving escalations * Strong preference of experience around following digital ad formats: display, rich media, web video and streaming video * Comfort with managing and troubleshooting digital creatives including 3rd party tags, pixels etc. * Experience with programmatic digital trading and campaign management * Ability to work under pressure, exceptional organisation skills and multi-tasking * Solutions focused, detail orientated * Salesforce, Cloudsense and/or similar CRM/booking systems * Google Ad Manager, AdX, Magnite CTV, Xandr and/or similar digital ad servers and SSPs * PowerPoint, Word, Excel, MS Office, MS Teams   We are looking for a talented and driven individual who is not only passionate, knowledgeable and excited about the digital space, but also has a great combination of technical and administrative flair. They would bring energy and enthusiasm to the team and be a part of a fast-growing company. | |
| 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. | |