**Position Description**

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| Job Title:  | Advertising Inventory Manager |
| Reports to:  | Head of Intelligence, Trading and Digital Operations |
| Division:  | Foxtel Media |
| Location: |  |
| Department: | Trading Intelligence |
| Leader Level:Award Classification: | Self-leader |
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| **Your impact** |
| As a Digital Inventory Operations Manager, you will be in a high visibility role that is responsible for maximising Foxtel Media’s digital revenue and the utilisation of its inventory across all revenue streams. You will play a critical role in measuring and optimising the overall health of Foxtel Media’s digital business by providing in-depth understanding of our pricing and inventory trends, analysis of revenue pipelines, supply and demand as well as ensuring the information are presented in the best way possible enabling the business to properly and effectively monetise our inventory and help drive revenue. This role is highly cross-functional, working closely with Sales, Partnerships, Product & Tech, and Ad Operations to ensure our products are fully utilised appropriately and our inventory is used strategically. You will act as the inventory conversion owner when onboarding new tech, products and content providers to deliver and develop quantitative analysis for critical decision making, enabling the business to run on supply-led insights and maximise inventory utilisation. Leading a junior Inventory Executive, you will manage Foxtel Media’s digital inventory forecasting and availability across multiple properties across display and video platforms. You will build out inventory models to illustrate the impact of new or modified ad product offerings, inventory and/or business rules while overseeing the Ad Ops Team members that are responsible for daily campaign approvals, ad hoc projects and inventory avails reporting. To be successful, you must be a consistent and clear communicator that can bring innovative thinking, strong analytical skills, and a bias for action to help grow and optimise the Foxtel Media business.  |

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| **Responsibilities** |
|  * Manage Foxtel Media’s digital inventory forecasting and availability across Foxtel Media’s various properties and external partner sites
* Assist and execute pricing strategy to maximise revenue be responsible for yield management
* Provide and communicate in-depth inventory trends and analysis of revenue streams and performance to key stakeholders
* Develop and maintain inventory models to illustrate the impact of new or modified ad product offerings, inventory and/or business rules
* Drive inventory conversion growth by identify, scoping and planning cross-sell product recommendations from an inventory perspective
* Define & siphon inventory to multiple programmatic demand sources ensuring inventory are fully utilised and driving revenue growth
* Working closely with the Product Team and Partnerships Team to develop and implement tech changes and solutions to increase ad opportunities across programmatic sources and direct sold pipelines
* Act as the inventory conversion owner in onboarding new content providers to deliver and develop quantitative analysis and to ensure promised ad opportunities are trackable and implemented correctly to maximise utilisation
* Involved in projects from ideation through to completion from an inventory conversion perspective to grow ad opportunities and utilise products and various of content providers
* Improve and implement processes with Sales, Partnerships, Product & Tech, and Ad Operations teams to effectively evaluate and monetize inventory while increasing efficiencies
* Oversee the Ad Ops Team members that are responsible for daily campaign approvals, ad hoc projects and inventory avails reporting
* Lead and coach a team of Inventory Executives to support outputs that meet the needs of the business
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| **Your Stakeholders** |
| **Key Internal Stakeholders**: * Sales Team
* Ad Ops Manager and Senior Campaign Managers
* Partnership Team
* Technology and Product Team
* Programmatic Ops Manager

**Key External Stakeholders:*** Agencies
* Tech Vendors
* Channel Partners
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| **Skills and experience**  |
| Essential * Highly proficient in Microsoft Excel (Pivot tables, VLOOKUPs, etc.)
* Minimum 6 years of digital media experience focused on inventory and campaign management
* Strong analytical, problem solving, and communication skills
* Experience in using ad serving and ad management tools (i.e. GAM, Magnite, Salesforce etc)
* Excellent communication and presentation skills

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 into a young 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.  |