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# Example of AD Operations Job Description

Our innovative and growing company is hiring for an AD operations. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for AD operations

* Generate revenue forecasts and produce reports for high-level management
* Update line-item settings in Google (DoubleClick) DFP using the UI and API
* Communicate with the internal Sales, Client Solutions and Account Management teams
* Interact with the Audience Extension department and the advertising KPI oversight group
* Pull data from a variety of internal and external systems
* Oversee Ad Ops coordinators
* Implement ad campaigns using DoubleClick for Publishers (DFP), DFP Sales Management, DoubleClick Studio and MediaMath
* Coordinate with the Technology/Development team
* Test tags, traffic creative & monitor delivery for sold campaigns
* Work with sales and sales planning to optimize campaigns as necessary

## Qualifications for AD operations

* Bachelor’s degree preferred or Minimum of 2-3 years of relevant experience
* Expertise with DFP or other ad servers a must
* Experience with a video ad server (FreeWheel, Doubleclick for Video)
* Familiarity with programmatic marketing systems (DMP, SSP)
* Positive attitude under a large workload
* Resourceful and able to work with little supervision