Downloaded from <https://www.velvetjobs.com/job-descriptions/advertising-operations-manager>

# Example of Advertising Operations Manager Job Description

Our innovative and growing company is searching for experienced candidates for the position of advertising operations manager. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

## Responsibilities for advertising operations manager

* Forecast inventory of available impressions
* Develop sales strategy and materials to assist partner team in ad sales
* Opportunity to develop and build out new ad product offerings for desktop and mobile to keep pace with industry trends and business objectives
* Post-sales reporting of campaign performance & provide recommendations for future campaigns
* Meet channel revenue targets
* Partner closely with global digital advertising team, located in Germany
* Planning and executing title-by-title advertising campaigns on major digital platforms
* Analyzing results for campaign optimization
* Developing and maintaining reporting tools
* Part of the team that creates marketing plans for the entire hardcover and paperback list

## Qualifications for advertising operations manager

* Tech savvy and proficient with digital advertising and social platform language
* Familiar with third party ad servers (experience with DFP is preferred)
* Bachelor’s degree in Science, Project Management, Engineering or related subject
* Expierence with leading teams
* Ad Operations background
* Knowledge of social media best practices and common industry metrics