



Example of AD Operations, Manager Job Description

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Our company is hiring for an AD operations, manager. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

Responsibilities for AD operations, manager

- Influence with creativity and insight to translate cross-platform business challenges (audience measurement, viewability, interactivity,) into executional tactics at scale
- Perform thorough QA checks on ad creative and custom programs
- Monitor and optimize campaign metrics for delivery and performance
- Assist in the day to day management of the ad operations coordinator(s)
- Conduct research materials and prepare presentations for the GM and the digital team
- Maintain communications for the digital team and the GM of Digital with other Senior Management, the organization as a whole, and other external stakeholders including partners, sponsors and university athletic departments
- Manage the digital team's calendar of events, team meetings and team projects and general organization
- Maintain and document communication with external resources
- Lead organization and implementation of events
- Other duties as assigned by supervisor and team

Qualifications for AD operations, manager

- Strong experience with data analysis in Excel
- Multi-lingual preferred – German, Italian or French
- Experience working with mobile Rich Media vendors such as Celtra, Crisp

- Experience with Windows applications including Microsoft Word, Excel, Access and PowerPoint
- Strong interpersonal skills and a demonstrated ability to work effectively independently in a team environment
- Demonstrable experience within Ad Ops and web ad-serving technologies, particularly display and video, latterly with a distinct skew towards the programmatic space