



Example of Digital Operations Job Description

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Our company is growing rapidly and is hiring for a digital operations. To join our growing team, please review the list of responsibilities and qualifications.

Responsibilities for digital operations

- Provide creative agency with initial and updated trafficking sheet that reflects campaign media plan
- Provide external partners with appropriate campaign tags for trafficking
- Troubleshoot any technical issues related to creative, ad serving, tags
- Collate information and create pre and post launch campaign reports
- Establish and maintain best practices and standardization for campaign setup and management to drive consistency campaign pacing and performance improvements
- Efficiently and strategically alert accounts and clients to secure additional budget and capitalize on the surge of traffic for upcoming special events, holidays, weekends
- Track Pre-Collection, Runway, Look Book and seasonal assets partnering with VM & Customer Operations teams
- Address external Digital Provider content tickets (ex
- Drive process improvements to overall digital supply chain
- Ensure prospects and leads are captured across digital sources and organized with data on funnel activities

Qualifications for digital operations

- Strong interpersonal, negotiation, listening and oral/written communication skills
- Experience with Digital Photography as related to Image Retouching Production environments

- Help with testing new player software/hardware and systems, and special projects
- Bachelor's degree and/or combination of 2-4 years of relevant Advertising or Marketing professional and educational experience