

POSITION DESCRIPTION

AD OPERATIONS LEAD

News Distribution Network, Inc. (NDN) www.newsinc.com is headquartered in Atlanta, Georgia. The NDN solution offers video, multimedia, advertising and structured data in one platform. Our model provides online media companies with a profitable way to manage and publish syndicated video from premium broadcast sources. Our platform enables the broad distribution of news, business, finance, entertainment, and sports content for the online newspaper, magazine, radio and portal markets. Partners include Reuters, CBS, ABC, NBC, Bloomberg, Comcast (E Entertainment), TV Guide, TMZ, Hearst, Tribune, Cox, Gatehouse Media, Raycom, Meredith, Boston Globe, Washington Post, Philadelphia Enquirer, Westwood One, Cumulus Media, Travel Channel, Advance Internet, Chicago Sun-Times Group, and others.

THE POSITION

The Ad Operations (Ops) Lead position will be based in Atlanta at NDN's headquarters, and will report to the Director of Advertising Solutions.

RESPONSIBILITIES

The Ad Ops Lead will be part of a team responsible for implementing digital advertising campaigns. This role actively collaborates with sales, production, and site development to ensure the accurate delivery of advertising revenue. Responsibilities include:

- Manage overall delivery of campaigns. Ensure timely trafficking of campaigns, campaign performance optimization, troubleshooting, and reporting. Ensure that campaigns launch on time and are fully executed according to the insertion orders.
- Liaison with advertisers, agencies and NDN partners to oversee proper implementation of campaigns (ad tags, beacons, reporting discrepancies, click tracking, etc.).
- Maintain proactive communications regarding account status across multiple account stakeholders including sales, senior management and customer contacts.
- Ensure immediate and direct feedback to both platform and account managers regarding campaign issues.
- Act as a stakeholder for development of new tools and upgrades to the ad serving platform regarding ad operations efficiencies
- Constantly monitor and improve customer satisfaction as it relates to successful campaign management.

- Create and document ad operations best practices policies and procedures, including an I/O trafficking SLA.
- Train customer managed ad ops teams on the use of the NDN platform as needed.

EXPERIENCE

- Minimum of 5 years experience in ad operations.
- Proficient in ad optimization, inventory reporting, and performance metrics.
- Hands-on experience and in-depth understanding of 3rd party ad servers or products such as Tremor Media, ScanScout, Double Click, Atlas etc.

KNOWLEDGE

- Thorough understanding of web and video ad serving technologies, and interactive media formats.
- Working knowledge of current digital technology (Javascript, Flash, XML, HTML, RSS, WAP, etc).
- Interest in and knowledge of digital media and technologies.
- Must be good with numbers, analytical, inquisitive by nature and have good problem solving skills.

PERSONAL TRAITS

- A highly motivated, self-starter. Operates with a sense of urgency and values accountability.
- Very strong communication, teamwork, relationship building, inter-personal and reporting skills. Importantly, high competent at conversing technically and clearly with site managers, developers, production, sales and account management, and advertising clients including agencies.
- Accomplished at managing a heavy workload, prioritizing projects, multi-tasking, and accurately estimating efforts and delivering to deadlines while enjoying the challenge.
- Attention to detail with excellent organizational skills.
- Skilled at working autonomously within a larger team.
- A quick learner who will thrive in our fluid, fast-paced, dynamic, scaling environment.

- Proactive versus reactive thinker.
- Proven track record of handling stress while remaining calm and productive under pressure.
- Customer service focus with a "can do" positive attitude. Demonstrable ability to promptly and effectively address client concerns and needs.
- Conducts him/herself with a high degree of integrity.

EDUCATION

At a minimum, a Bachelor degree in a related field such as advertising, marketing or business.

COMPENSATION

Compensation package includes base salary, stock options and benefits.

CONTACT

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NOTE: This job description is not intended, and should not be construed, to be a complete list of all responsibilities, skills, and efforts associated with the position. It is intended to be an accurate reflection of the principal elements of the position.