

Job Specification

Title: Ad Operations Executive
Start Date: Immediate
Location: Central London
Salary: Competitive + bonus and benefits

The Company:

Essence is the Digital Agency that clients would create if given the choice. Because that's who we were, and that's what we did.

We start at our clients' issues, combining our joint insight with extensive digital marketing capabilities to deliver the results that matter to them.

We believe our clients are different, at the leading edge of the digital marketplace, with the experience and understanding that few out there possess. It is their unique challenges that inspire us to go beyond traditional approaches.

We are looking for bright, driven and analytically minded individual to become part of a fast growing, exciting business. With clients like eBay, Expedia and Sony you'll need to seize the opportunities that such an environment provides. We take our work seriously – but we don't take ourselves too seriously. We believe our work environment should be fun and we're looking for like minded individuals.

The Role:

As an ad operations executive, you will be responsible for the setup, execution and delivery of select digital campaigns across multiple clients. You will work with both internal teams (Client Services, Media Analysts, Media Buying and Planning) and external parties (publishers) to ensure campaign delivery objectives are met.

You will be part of a 2-3 person Ad Operations team and will report to the Ad Operations Manager.

Some of the things we'd like you to do:

- Set up campaign placements and creative assets through our in-house campaign management system, 3rd party ad-serving partners and publisher interfaces.
- Relay with publishers to ensure timely launch and correct campaign implementation (eg. geo-targeting, frequency capping, demographic targeting, tag setup, etc.)
- Monitor publishers to ensure internal data warehouses are consistent with publishers volumes and ensure that discrepancies are minimised and accounted for
- Monitor campaign delivery to ensure volume and targeting objectives are met, interfacing with the publishers where appropriate
- Coordinate campaign optimization between Media Analysts and publishers
- Provide weekly/monthly delivery reports detailing campaign status
- Process relevant publisher invoices so that clients can be billed accurately

A bit about yourself:

- Preferably a graduate with a minimum 2:1 from a top tier university
- Computer literate with superior knowledge of Excel and a strong interest in internet technologies and media
- A high level of numeracy

essence.

- Able and eager to learn new concepts and challenge the existing framework
- Diligent and attentive to detail
- An active interest in everything digital
- Experience of working with Doubleclick's DART, Mediaplex MOJO and/or other 3rd party adservers is a distinct advantage.