

Job specification

Title: Media Systems Manager
Start date: Immediate
Location: Soho, Central London
Salary: Competitive, depending on experience – plus bonus and excellent 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. And now, at four years old, we are officially Europe's fastest growing digital agency (Media Momentum, 2009), eConsultancy and Revolution's Most Innovative Agency of the Year (eConsultancy 2009, Revolution 2010).

We believe our clients – the likes of eBay, Google, Expedia, eHarmony and Betfair to name but a few - are different, at the leading edge of the digital marketplace, with the experience and understanding that few out there possess.

We take our work very 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 Media Systems Manager, you will be responsible for the supervision of our ad operations services, including the training and mentorship of our ad ops staff, and the maintenance and development of our media systems infrastructure. You will also act as technical consultant to our clients, assisting them in the implementation and optimisation of new web technologies.

You will be an expert in adserving systems and passionate about new technologies, armed with an appreciation of direct response performance metrics and optimisation.

We're looking for intelligent people who can passionately represent Essence, ensure outstanding delivery to the client and create opportunities for our relationship to blossom. In this role, you will be working closely with an Essence Partner.

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

- Implement training programme for all new Ad Ops staff
- Mentor and develop Ad Ops expertise across our client teams
- Act as a escalation point for all ad ops queries
- Take direct responsibility for the quality and smooth operation of our trafficking services, ensuring consistent, high standards and rigorous QA processes
- Oversee the maintenance and development of our media systems infrastructure from adserver integrations through to proprietary Essence systems (e.g. campaign management systems, channel attribution tool, Facebook management platform)
- Identify opportunities for innovation and improvement through the use of new technologies and champion the development and implementation of new tools and systems
- Work with our clients to advise them on the value, development and implementation of new technologies, from adserving solutions to contextual, feed driven creative

A bit about yourself:

- You're likely to have 4+ years experience in ad operations function, preferably agency side
- Critically, you have expert understanding of adserving systems, especially Doubleclick and Mediaplex, and advertising tracking technologies
- You have strong technical skills with a deep understanding of HTML, Javascript, and Flash. SQL and programming experience an advantage.
- You're armed with an active interest in how innovation and technology is driving change in digital marketing
- Technical Consulting experience with honed client facing skills a bonus

essence.

- Ability to recruit, motivate and develop teams
- A thirst for new learning and a drive to develop new approaches which further thinking across the company
- Analytical and comfortable presenting quantitative information in a client context
- The skills and drive to be an influential member of the fastest growing Digital Agency in Europe – to keep developing yourself and us!