



Job Description

Role: UK Ad Ops Executive
Reporting to: UK Head of Ad Ops

VICE is a global youth media company and the industry leader in producing and distributing the best online video content in the world. Launched in 1994 as a punk magazine, VICE now operates out of 36 countries, and has expanded into a multimedia network, including the world's premier source for original online video, VICE.COM; an international network of digital channels; a television & feature film production studio; a magazine; a record label; and a book-publishing division.

VICE's digital channels include VICE Sports, a sports channel; MUNCHIES, a food channel; VICE News, a dedicated news channel; Noisy, a music discovery channel; The Creators Project, dedicated to the arts and creativity; Motherboard, covering cultural happenings in technology; THUMP, focusing on global dance music and culture; Fightland, a channel dedicated to the culture of MMA and Broadly a female focused channel. VICE acquired British fashion publication i-D in 2012 and re-launched i-D's digital presence at i-D.co, a video-driven fashion site. In 2013, VICE launched a news-magazine series on HBO titled VICE. The Emmy Award-winning series just completed its second season; seasons three and four to air in 2015 and 2016.

Overview:

The VICE Digital Network (VDN) is a collection of leading online publishers with passionate and influential audiences. We make it possible for brands to reach multiple key demographics through a single, finely-tuned mega-network; including a gang of industry and opinion leading sites like The Quietus, Vimeo, Mixmag, Stylenoir and many more.

Daily Responsibilities:

- Acting as point of gathering creative assets for advertisements showcased on the websites.
- Ensuring creative adheres to technical specifications, including testing and troubleshooting third party ads.
- Collecting data, screen grabs and providing creative/technical mock ups.
- Trafficking interactive advertising campaigns for key sales accounts (via Doubleclick Premium).
- Making certain the campaigns are running on schedule and optimised daily.
- Monitoring and helping correct any delivery or inventory issues.
- Interacting with sales reps, site managers, production and development, and marketing teams to further our business objectives.

Key Responsibilities:

Execute interactive advertising campaigns using the DFP ad management platform:

- Interface with Insider (current internal booking system) to manage Insertion Orders and workflow.
- Interface with DFP to upload creative and schedule runs for campaigns.
- Perform quality assurance tests on advertising material to ensure advertising content is ready for upload on the server.

Manage DFP to ensure campaign delivery and advertiser goals are being fulfilled as scheduled:

- Rack and report on advertising activities as requested by advertisers and sales team.
- Provide access or distribute campaign delivery reports.
- Attend weekly sales meetings for campaign review and audit supplying inventory and revenue reports.
- Optimize and make changes to campaigns in flight when necessary, working closely with Sales and VDN Planners to ensure deliverables are met.
- Assist team in growing and monetising the programmatic inventory of VICE using different SSP partners.

Support EMEA advertising sales teams with day to day operational concerns

- Assist in maintaining and communication of specs to sales, clients and agencies with excellent support services.
- Maintain up-to-date documentation and resources for internal ops team and sales team.
- Keep current on advertising requirements and trafficking process for the VICE and VDN sites.

Partner with sales team, site production & development, pricing & inventory, and marketing teams to optimize campaign performance based on client goals

- Operate as liaison for advertising operations department with sales teams, client and agencies (if applicable) to ensure best ad placement.
- Advise on practices and best practice in relation to the business as needed.

Required Qualifications/Skills:

- At least 1 years' experience working within a Trafficking/Ad Ops role.
- Experience with online ad serving (DFP knowledge is a plus).
- Experience in running programmatic campaigns through AdX or other SSP/DSPs is preferred.
- Responsibilities will be many and varied, so the candidate should have good flexibility and willingness to pick up and run with work and proactively add ideas and innovation to the VICE business.
- Excellent communication and interpersonal skills, with the ability to converse with site managers and developers and well as account executives and clients/agencies.
- Excellent computer skills, interest in new digital media and technologies.
- Capacity for meticulous review of campaign data in auditing and data entry.
- Client Services focus.
- Ability to handle heavy workload, mediating many demands and requests with strong problem solving drive.
- Smart and quick learner with organizational agility and strong attention to detail.
- Effective team player with strong resiliency.

Other:

- To undertake such other tasks including general administrative duties as may be required from time to time.
- To be an ambassador for the business at all times.

To apply please email a brief cover note and CV, with the reference “**UK Ad Ops Executive**” in the subject line to: ukrecruitment@vice.com. **Please include your notice period and salary expectations in your application.**

We look forward to hearing from you!

If you do not hear back from us within one month of applying then unfortunately your application has been unsuccessful. Thank you once again for applying and we wish you success in your future career.