

JOB DESCRIPTION

JOB TITLE: Advertising Operations Manager	DEPARTMENT: Sales
REPORTING TO: Head of Sales	CONTRACT TYPE: Fixed term (maternity cover)
WORKING ARRANGEMENTS: Normally 37.5 hours per week, from 9.00am to 5.30pm, Monday to Friday, but may be varied by the company in line with business requirements.	
OVERALL PURPOSE OF JOB: Positioning, enhancement and performance analysis of print, digital, audition and video campaigns.	
DUTIES / RESPONSIBILITIES: <ul style="list-style-type: none"> • Coordinate with the editorial team on print advertisement placements and focus features. • Manage print pagination and layout to optimise and liaise with in conjunction with editorial subed team and in line with budget. • Meet and exceed client's expectations client's requirements effectively in accordance from the sales team. • Update subeditor daily on advertisement placements while checking pagination. • Manage layout to optimise revenue and identify opportunities for sales team. • Liaise with printers on pagination changes and inserts planned. • Manage the performance of the advertising campaigns across digital platforms to ensure campaigns are delivered and their performances optimised. • Oversee the technical aspects of digital campaigns in terms of trafficking, servicing and reporting. • Produce and provide client digital campaign performance reports to the sales team in a timely manner. • Troubleshoot technical issues on advertising print and digital campaigns and implement solutions. • Provide timely reports to Head of Sales on the campaign performances. • Adhere to all Group policies, procedures and business ethic codes. • Demonstrate ability to interact and cooperate with all company employees. • Work on any project that the Head of Sales may reasonably delegate at any time. • Work closely with the general manager of Traction in the placement of advertising campaigns to optimise performance. 	
QUALIFICATIONS / SKILLS / EXPERIENCE: <ul style="list-style-type: none"> • Third Level qualification. • 3 years + experience in an Advertising operations position. • Experience in and knowledge of the agricultural sector desirable. • Strong interpersonal skills, able to work across various functions. • Customer centric and experience in key stakeholder management. • Strong attention to detail. • Excellent communication skills. • Ability to work to strict deadlines. • Self-motivated, drive to succeed, ability to work on own initiative. • Flexibility and adaptability. 	
OTHER FEATURES OF JOB: <ul style="list-style-type: none"> • Responsibilities are flexible and may be changed and / or added to in accordance with business requirements. • The role-holder will be required to work on any project that the company may reasonably delegate at any time and, if necessary, to work as part of The Agricultural Trust team on any publications / tasks as required. 	