

Programmatic & Ad Ops Manager

Customer and Commercial

Title: Programmatic & Ad Ops Manager
Division: Customer and Commercial
Location: Auckland
Responsible to: Sales Manager
Date: 30 January 2025
Code: 17105

Purpose

To manage and grow MetService's Programmatic function and operations offering in the NZ Market place and position MetService as a key publisher in the market.

This role also manages the Ad-Ops function to maximise process improvement, using latest Technology to maximise client satisfaction and revenue.

Accountabilities

1. Lead, manage and drive programmatic revenue from advertising agencies and direct relationships. This involves working closely with Account Managers to ensure revenue from advertising agencies is maximised.
2. Create and implement a comprehensive strategy plan for inhouse Programmatic solution focused on growing revenue and market.
3. Collaborate with the Digital development team to ensure the coordination and functionality of all ads, technologies and platforms so MetService maintains competitive and interactive revenue targets are achieved.
4. Develop in house programmatic buying and delivery capabilities for direct clients, both with MetService platforms and other publishers as is required.
5. Day to day technical management of Ad Operations Executive and Graphic Designer as a functional manager to ensure all workflow is accurate and timely to deliver the best MetService advertising delivery for clients and internal stakeholders.
6. Support Sales Manager and Senior insights Specialist to deliver first party data for MetService.com and Apps.
7. Collaborate with the Product team to improve the strategic User Journey for MetService.com and App by enabling better high impact placements and function of ad units to deliver the best user experience possible, while retaining revenue.
8. Manage assigned display and video ad campaigns on all Interactive Channels to ensure the accurate and timely delivery of campaigns, reporting and positive customer satisfaction.
9. Work with manager to identify gaps in the data capture strategy and collaboratively implement enhancements. Identify strengths, weaknesses and irregularities in data and provide remedial solutions.

10. Champion MetService with external agency stakeholders to ensure MetService is both first to market with opportunities and innovation and we remain top of mind.
11. Lead the development of core insights from data to create and execute fundamental improvement for the client reporting and MetService strategies for Programmatic and Ad operations.
12. Contribute as required to the development of the Interactive business plan(s).
13. Manage key metrics from viewability, ecpms, inventory management to maximise revenue with all advertising agencies and direct clients.
14. Develop and maintain monthly reporting for clients and Sales and Delivery management.
15. Undertake other duties as required by the manager or delegated substitute.

Health and Safety

16. Ensure you are familiar with the Company's current Safety Management Systems and Health & Safety Commitment. Information on Company policies and procedures can be obtained from MetService. We remind you that you are required by law to take all practicable steps to ensure your own safety while at work and that to ensure that your actions or inactions do not cause harm to any other person.

Key Relationships

Internal:

- Interactive team
- Sales and Delivery colleagues
- Products and Partnerships
- Finance
- Innovation and Technology Development team

External:

- Online advertising agencies
- Industry marketing managers
- Industry bodies and leaders
- Technology platform partners

Staff Responsibility:

Direct Report: Nil
 Indirect Report: 2

Financial Responsibility:

Budget: Revenue approx. \$2.5million to 3 million
 Delegated Authority: In accordance with the Delegated Financial Authorities Policy

Person Specification

Knowledge, Skills & Qualifications:

Essential:

- Minimum of 5 years in Advertising market, in a hands-on programmatic and ad operations role.
- Excellent knowledge of the online marketplace and, in particular, the online advertising market.
- Operates with a high degree of accuracy and an attention to detail.
- Strong written and verbal communications skills.
- Excellent interpersonal skills. Able to build effective relationships internally and externally.
- Proficient in online advertising technologies, in particular GAM, DVS360
- Familiar with web analytical tools e.g GA4
- Proficient with Microsoft Word, Excel and other presentation applications.
- Able and willing to travel as reasonably required.

Desirable:

- Experience in data sourcing, relevant marketing and customer analytics.
- Good understanding of underlying online technologies.
- Undergraduate degree in marketing.

Note: The requirements of this position description may change from time to time to meet operational or other requirements.

Our Values	Values in Action	Values Descriptor
<p>ADAPTABILITY AND FLEXIBILITY</p> <p>To be flexible and adaptable in response to, and ahead of, changes in conditions and stakeholder needs.</p>	<p>Embrace Change</p> <p>Optimise our Business</p>	<p>Recognises that change is at the core of our business. Knows how to make change work, by thinking ahead or being open minded to new ideas.</p> <p>Makes the most of our business opportunities. Is responsive, makes smart decisions and positions our business to achieve its goals.</p>
<p>THE POWER TO SHINE</p> <p>Having the skills, abilities, drive and support to do a great job.</p>	<p>Recognise Success</p>	<p>Takes the initiative to bring out the best in themselves and others. Celebrates successful outcomes.</p>
<p>EVERYONE IS VALUED</p> <p>To appreciate equally the value of everyone working at MetService and their individuality.</p>	<p>Collaborate</p> <p>Respect All</p>	<p>Actively contributes to a work environment where together we achieve our goals. Openly communicates and cooperates with colleagues, customers and suppliers.</p> <p>Recognises and shows a genuine appreciation for the strengths and opinions of others. Engages in debates in a respectful manner.</p>
<p>ACHIEVEMENT</p> <p>To achieve something noteworthy and admirable through meeting challenges both personally and professionally.</p>	<p>Take Ownership</p>	<p>Takes responsibility for their own decisions and actions. Always works with the best business interests of MetService at heart.</p>
<p>FREEDOM TO ENJOY LIFE</p> <p>Working for a financially successful company with a sustainable future.</p>	<p>Support Growth</p> <p>Enable Innovation</p>	<p>Future focused or an advocate for continued improvement where we learn from experiences and mistakes.</p> <p>Supports a climate of creativity and new ways of doing things.</p>