

Job Description: Ad Operations Specialist

Overview:

Join our dynamic team at Creatorade Media as an Ad Ops Specialist, where you will play a pivotal role in executing and optimizing digital advertising campaigns across various platforms. We are looking for a detail-oriented individual with a strong technical acumen and a passion for influencer marketing and digital advertising technologies.

Responsibilities:

- Campaign Execution and Optimization: Implement and manage digital advertising campaigns across platforms such as Meta Business Suite, Google Ads Manager, TikTok Ads Manager, etc.
- Technical Expertise: Utilize your proficiency in platforms like Google Analytics to analyze campaign performance and make data-driven optimization recommendations.
- Ad Creative Management: Coordinate with creative teams to ensure timely delivery and implementation of ad creatives that align with campaign objectives and platform specifications.
- Performance Monitoring: Monitor campaign performance metrics and KPIs to ensure campaigns are meeting client objectives and performance goals.
- Troubleshooting and Issue Resolution: Proactively identify and resolve technical issues related to ad delivery, tracking, or performance discrepancies.
- Reporting and Insights: Generate regular reports showcasing campaign performance, insights, and actionable recommendations for optimization.
- Collaboration and Communication: Work closely with account managers, influencers, and clients to ensure seamless execution of campaigns and alignment on goals and expectations.
- Stay Updated: Keep abreast of industry trends, best practices, and new technologies in digital advertising and influencer marketing.

Requirements:

- Experience: Minimum 1-3 years of experience in digital advertising operations, preferably within an influencer marketing agency or a digital marketing or SaaS environment.

- **Technical Skills:** Proficiency in Meta Business Suite, Google Ads Manager, TikTok Ads Manager, Google Analytics, Google Tag Manager, Google Search Console and other relevant digital advertising platforms.
- **Analytical Mindset:** Strong analytical skills with the ability to interpret data and trends, diagnose problems, and recommend effective solutions.
- **Detail-Oriented:** Meticulous attention to detail with a focus on accuracy in campaign setup, tracking, and reporting.
- **Communication:** Excellent verbal and written communication skills with the ability to articulate complex technical information to non-technical stakeholders.
- **Team Player:** Proven ability to collaborate effectively within a team environment and across departments to achieve common goals.
- **Adaptability:** Ability to thrive in a fast-paced environment and manage multiple priorities and deadlines effectively.

Benefits:

- Competitive salary and benefits package.
- Opportunity to work with a diverse and talented team in a rapidly growing industry.
- Professional development and training opportunities to enhance your skills in digital advertising and influencer marketing.

Join Us:

If you are passionate about digital advertising, influencer marketing, and leveraging technology to drive impactful campaigns, we encourage you to apply for this exciting opportunity. Help us deliver outstanding results for our clients and make a significant impact in the world of influencer marketing.

Note: This job description is intended to convey information essential to understanding the scope of the job and the general nature and level of work performed by job holders within this job. It is not intended to be an exhaustive list of qualifications, skills, efforts, duties, responsibilities, or working conditions associated with the position.