

Role Specification: Advertising Operations Manager

Role Summary

The Advertising Operations Manager will be based in the London HQ, and will be responsible for maximising the commercial effectiveness and ensuring the smooth day-to-day operation of the Shazam global advertising network. This will involve liaising with network partners, tuning and configuring network routing, running detailed analytics and determining and implementing strategies for commercial optimisation. The role will liaise closely with technical team for any development work, and play a key role in shaping the definition of the advertising “Product”.

Core Job Description

On a daily basis, the role will monitor, analyse and configure the Shazam and third-party advertising infrastructure to optimise the monetisation of traffic.

They will analyse and develop financial models to predict yield and make recommendations on how to optimise the network.

They will liaise with existing partners to support their sales efforts for Shazam inventory, and working with Marketing, be responsible for the Media Kit for Europe

They will seek, qualify, and propose the integration of new partners into the Shazam network, and following approval, manage their integration.

They will seek and close new direct sponsorship deals with key partners around advertising and related services.

These can be divided into the following core areas:

Planning:

- Forecasting inventory across products, platforms and territories
- Working with ad networks and premium ad sales partners to forecast, plan and allocate inventory, including:
 - Review premium ad partner sales pipe lines
 - Review premium ad partner committed sales plans
 - Reviewing ad network historical fill rates and yield performance
- Liaising with platform providers on capacity planning

Operating:

- Configure platform to meet the plan
- Monitor platforms to ensure service level agreements are being met
- Acting upon quality of service issues in a timely fashion, for example:
 - Monitoring timeouts
 - Monitoring errors
- Monitoring performance against plan in real time and adapting the plan or reconfiguring as required

Reporting:

- Managing the production and distribution of management team reports
- Providing commentary on performance against the plan
- Providing insight and analyse of performance to enhance future plans
- Provide insight and analysis to inform and improve the premium ad sales partners performance
- Manage partner revenue reporting and reconciliations (in partnership with the Shazam finance team)

Sales Support and Direct Sales Management:

- Work with the Shazam Product and Marketing teams to continually develop and review media packs produced to support ad sales partners
- Develop direct relationships with key stakeholders in the UK and European media advertising industry. Including:
 - Develop a trade marketing and PR plan
 - Attend networking events
 - Build relationships with key media buyers and advertising agencies
 - Develop a “direct to Shazam” commercial and operating model for key sponsorship deals and strategic brand partners.
- Ensure direct and indirect sales people, processes and rules of engagement are agreed with premium ad sales partners.

Deliverables

The following are the key deliverables expected of the successful candidate. These will require strong co-ordination and interpersonal skills to synthesise the experience of the various functions (Sales Management, Development, Operations, Product, Marketing, Finance), the majority of which are in UK HQ:

- **Monetisation plan:** a quarterly plan, updated monthly, defining the key objectives, milestones and tactical objectives to deliver the revenue targets for monetisation.
- **Weekly monetisation report:** a weekly report on the achievements against targets for monetisation, including assessment of partner effectiveness and recommendations for optimisation of the existing partners and selection of new ones.
- **Partner inventory allocation:** Allocation of inventory to partners and appropriate configuration of the Shazam and third party systems to realise this allocation.
- **Direct promotion insertion orders:** the creation and closing (i.a.w. the sales process) of direct promotions with key partners, and the management of their integration into the Shazam network.

Person specification

Shazam is a dynamic, fast-moving company with exceptional energy. The successful person will be self-starting, quick to grasp new concepts and with a can-do approach to challenges.

They will be proactive, thrive with a hands-off approach to management and enjoy setting their own goals.

They will be a team-player, and bring energy and enthusiasm to their colleagues and the work place.

They will enjoy shaping and defining new opportunities, combined with discipline and rigour in managing execution.

This role requires both internal and external-facing skills, so confidence and experience in liaising with partners from other organisations and an ability to determine and articulate sales messages is important.

Skills & Experience

The successful candidate will have a strong technical and operations background with experience in advertising and monetisation, and bring a blend of sales, partner management, numerical, analytical and technical abilities, underpinned with outstanding relationship skills:

- **Advertising and Monetisation:** Demonstrable success in building a mobile advertising revenue stream, including management of an ad-sales team and ad networks. Direct responsibility for delivering revenue targets around traffic monetisation. Experience of working with mobile content partners to deliver high-mutual value partnerships.
- **Commercial and negotiation expertise:** experience in commercial negotiation and management of partners, and in particular working with advertising networks and mobile content providers.
- **Numerical analysis and agility:** Strength and practical experience in analysis of numerical data, extracting information and testing hypotheses. Comfortable building spreadsheets, carrying out sensitivity and what-if analysis, including pivot tables and graphical representation to identify trends.
- **Excellent communicator and team player:** Able to assimilate unstructured information and produce clear, well-structured, concise written summaries and reports. Able to communicate clearly via phone and in person. Able to rapidly build and sustain long-term relationships, both internally and with partners, based on clear expectation management and consistent delivery to expectations.

Technical competencies

The successful candidate will have the following technical skills:

- MS Windows and Outlook: Expert - daily use.
- MS Word and Powerpoint: Expert – able to construct, edit, format documents & presentations, including using styles, graphics, charts etc
- MS Excel: Expert – able to create complex spreadsheets from scratch including data analysis, pivot tables, charts, sensitivity analysis
- MS Project: Intermediate – able to construct a simple project plan, allocate resources, set inter-task dependencies, structure tasks and milestones, include gantt chart in reports.

To apply please send your CV to recruitment@shazamteam.com

For more information on our company please visit www.shazam.com

This role is located in Kensington, London, UK.