



Digital Advertising Operations Specialist

Department: Precision Reach
Location: Remote, US
Reports to: Director of Programmatic Operations

Company Profile

Precision Reach (PR) is a young, fast growing programmatic and digital media division of Farm Journal. Using best-in-class agriculture audience data, Precision Reach brings advertisers programmatic digital advertising access to their target audience. Clients win with Precision Reach as we deliver precise, efficient, high ROI paid marketing campaigns. We enjoy a team atmosphere of camaraderie and professionalism, coupled with the excitement of a dynamic marketplace.

Operations Department Responsibility

The operations team is responsible for managing and retaining the revenue our sales team generate by ensuring ad campaigns meet our client's marketing objectives. The team manages all aspects of client advertising campaigns, from coordinating delivery of creative assets from the client, activating the campaign, and measuring its performance, while keeping stakeholders updated on campaign status. This includes aiding the sales team in the initial planning, implementation, and optimization of each account to ensure expected delivery and client satisfaction.

About This Role

The Digital Ad Ops Specialist is a team member that works behind the scenes to facilitate the placement of our client's digital ads seen by their target audiences on computers, phones, and TV screens. As a Digital Ad Ops Specialist, you will develop knowledge of digital advertising metrics, data, and technology to analyze reports and ensure proper delivery and performance of digital ad campaigns. This is the perfect position for someone that is interested in learning the operational side of digital media with a focus on ad tech platforms and data analysis.

What You Will Do / Learn

- Execute workflow processes that are used to buy, serve, target, and report on programmatic digital ad campaigns across multiple demand side platforms (DSPs)
- Monitor campaign performance to ensure client KPI's are met, and campaigns are delivered in full
- Create campaign verification and performance dashboard reports outlining insights and providing optimization recommendations
- Develop a deep understanding of multiple technology platforms to manage, troubleshoot, and optimize campaigns
- Collaborate with colleagues to understand and deliver on client expectations and KPI's for each campaign



Qualifications, Skills, and Professional Experience

- Hunger, drive, and grit to thrive in a fast-paced, entrepreneurial environment
- A sense of urgency without compromising attention to detail or quality of work
- Excellent customer service and communication skills to be able to communicate with different personality types (both written and verbal)
- Must be “self-directed” and willing to take initiative
- Comfort with ambiguity, flexible and adaptable to constant change
- An analytical mind that can pick up on the basics of Excel for reporting campaign performance
- A curious nature that’s interested in learning new concepts and technologies, as well as getting to the root of a problem
- The ability to be resourceful and find creative solutions to different challenges
- Willingness to review and make changes to priority campaigns outside of regular business hours to ensure success
- Bachelor’s degree or equivalent experience

Preference for candidates that have experience and interest in these fields

- Marketing
- Digital Advertising
- Media Planning
- Technology
- Data Analysis

Benefits

- Competitive Salary
- Medical, Dental, LTD, Life Insurance/AD&D
- PTO
- 401K

Application Materials

- Cover letter
- Resume

Submit Application Materials to:

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