



## **Head of Ad Ops & Product Development**

### **About CScreens**

CScreens was established just over 6 years ago with the main aim to help agencies and advertisers extend their linear TV campaigns into live outdoor AV environments delivering premium broadcast content.

Backed by the broadcast knowledge from its directors and sales team driving the company from strength to strength, CScreens are now established as the first point of contact when it comes to innovative brands and agencies delivering incremental reach, frequency and cover against their target audiences in an out of home environment.

CScreens prides itself on its unique facial recognition technology for audience measurement, covering exclusive events at exclusive sites. This allows us to report back to our clients on audience exposure and impacts which, in turn, allowed us to enjoy an exceptional high retention rate and lion share of the market spend. The leaders in Out Of Home TV!

### **The role**

CScreens is looking for a highly motivated leader to join at one of the most important phases in the business's short history. The Head of Ad Ops and Product Development will work hand in hand with the leadership and founding team to help conceptualise and bring to life a new suite of internal and externally facing products.

The Head of Ad Ops and Product Development will lead and begin to build a team of talented campaign managers, Traffickers and Ad Ops specialists focused on ensuring 100% client satisfaction whilst also working with a talented engineering and development team to create game changing new products within the OOH industry.

This is a dual role and requires a highly entrepreneurial mindset with the ability to influence at the highest level. CScreens are in the midst its most exiting period of growth and needs this individual to make a huge impact across all areas of the business streamlining processes and strengthening CScreens grip as the leader in Out Of Home TV!

### **Responsibilities:**

- To ensure that we are using the best technology available for our clients Working with external build developers to produce and deliver internal/external CRM workflow/online media product launching 2020.
- Making the best use of this technology, and helping the department become as efficient as possible.
- You will be comfortable in agency side ad-serving practices, reporting, and analysis and you will have a broad understanding of the necessary measurements of all digital marketing channels.

- The Head of Ad Operations will be responsible for the delivery of all ad ops campaigns, including but not limited to quality control, trafficking, troubleshooting, reporting, optimization, capacity planning and management and accurate billing.
- You will ensure there are good relationships with internal sales, marketing, editorial, technology and product departments including development of ad operations SLA and issue resolution and escalation processes.
- There will be departmental planning and budgeting including headcount, supporting technologies, T&E and training requirements in this role.
- Leading CScreens products and tech partnerships to market
- Work closely with senior sales management consistently updated on our channels and developments
- Ensure all Post-Campaign Delivery reports are accurately signed-off and sent
- Management of company documents using Microsoft Office packages - particularly Powerpoint and Excel

### **Personal Skills**

#### **Skills:**

Competitive analysis, scoping and tender for best tech solution

C-level stake holder management and P&L Management

Experience in launching/bringing new products to market

Ability to manage a team of Ad Ops specialists

Ability to bring new product to market

Proactive and highly organised, with strong time management and planning skills

Able to meet tight deadlines and remain calm under pressure and good project management skills

Experience at advising key stakeholders at senior and board level

Experience of managing, directing and motivating staff to deliver projects with stretching

Highly numerate and literate, with the ability to produce top quality written specifications and strategy and implementation communication

Advanced level (knowledge and experience) of programming languages and methodologies

Experienced in working with CMS & Player systems

Commercially led

Capable of working with new territories other than UK

Be able to learn and manage CScreens tracking technology and partners

Experienced in programmatic and integration processes

**Education & Qualifications**

Ideally educated to degree level or equivalent