



Head of AdOps Display Advertising (PPS, DSP)

WN Talents

Job Overview

Job Type:	Full Time
Location:	Tel aviv, Israel
Address:	Израиль, Тель-Авив
Website:	https://talentsingames.com/

Description

We are looking for an experienced Head of Adops Display for a dynamic and innovative company specializing in audio advertising, poised to expand reach into the realm of display advertising. As part of the growth strategy, the company is seeking a seasoned professional to lead and build new Display Advertising division from inception to full operation.

We are looking for a Head of Display Advertising who will be responsible for establishing and managing our display advertising activities. This role requires exceptional expertise in both the business and technical aspects of display advertising, with a specific focus on Demand-Side Platforms (DSPs) and Supply-Side Platforms (SSPs).

Key Responsibilities:

- Strategy and Planning:
 - Develop a comprehensive GTM strategy for establishing and scaling the in-app display advertising activity.
 - Create short-term and long-term goals for revenue growth, market penetration, and operational efficiency.
- Operational Setup:
 - Establish and implement operational processes and workflows for the display advertising activity.
 - Build and manage relationships with key partners, including DSPs, SSPs, ad networks, and publishers.
- Campaign Management:
 - Oversee the execution of display advertising campaigns, ensuring they align with client objectives and KPIs.
 - Optimize campaigns based on performance data and industry best practices.
 - Partner with the sales and campaign management teams to ensure successful campaign execution.
- Technology Integration:

- Evaluate, select, and integrate DSPs, SSPs, and other relevant technologies.
- Stay informed about industry trends and advancements in display advertising technology.

- **Analytics and Reporting:**

- Establish metrics and reporting frameworks to track the effectiveness of display advertising campaigns.
- Provide regular performance reports and insights to stakeholders.

- **Requirements:**

- Proven experience (minimum 3 years) in a hands-on role within the display advertising industry, with a focus on DSPs/SSPs.
- Exceptional understanding of display advertising technologies, platforms, and ecosystems.
- Demonstrated success in building and scaling advertising operations from scratch.
- Excellent analytical abilities with a data-driven approach to decision-making.
- Experience working in a fast-paced startup environment or within a digital advertising/ad-tech company.
- Proficiency in using analytics tools and platforms for campaign performance measurement.
- Strong network of relationships within the display advertising industry.
- Bachelor's degree in Business, Marketing, Advertising, or a related field (Master's degree preferred).
- Strong leadership skills with experience in managing and developing high-performing teams.

Last updated: 31.10.2024