

## **Advertising Operations Manager**

**Number of Posts:** 1

**Contract Type:** Full Time

### **About the job**

This is a fantastic opportunity to join a global team dedicated to outperforming every single day. We are looking for a creative and commercial oriented performer with sharp technical skills to support our mission to deliver a revolutionary experience to our partners. The role will report to the CEO, with the potential to grow within the company.

### **About the Company**

Digital Stars is a global team of knowledgeable marketing professionals who are data-driven and chase results. The Company is active in selling and performing marketing activities via the internet providing advertising services, graphic arts, advertising design, artistic illustration, marketing, and advertising in general.

### **Advertising Operations Manager – Job Description**

As our Advertising Operations Manager, you will oversee the effectiveness and efficiency of the advertising operations systems within the company. You will ensure that the technical advertising department is running well based on set goals, budget, and company standards.

#### **Key Duties:**

- Creating and optimizing monthly reports to monitor accounts activity, analysing performances and identifying areas of improvement
- Examining all data available to create actionable insights for the marketing and product teams in order to maximize KPIs
- Work on one dashboard implementation along with the POs and the BI team and be the project owner for an integrated reporting and insight tool. Research the market for potential similar tools and compare
- Support the Monetization manager in email monetization. Monitor return traffic on internal accounts and broker new accounts: analyse, identify areas of improvement and recommend ways to optimize
- Cooperate with external brokers in finding ways to improve and optimize email monetization results
- Work closely with the Head of Customer Acquisition to build and expand revenue generation from all partners. Analyse partner's performance reports, optimise landing pages and ensure the growth of partner's traffic and performance
- Monitor and assist in the integration of server to server pixels for networks and affiliates.
- Offer support to new and existing affiliates/partners and affiliate networks for clients
- Set up and maintain offers on our admin/Backoffice interfaces
- API set up and testing for the offers we manage on behalf of advertisers

- Monitor accounts activity, analyse performance, identify areas of improvement and recommend ways to increase account-generated revenues; create new campaign ideas, creatives and A/B testing all geared towards good CTRs and unique to lead conversions
- Monitor and measure the effectiveness of all outputs and recommend new ideas
- Monitor competing offers in the market in order to be creative and improve our own creatives
- Establish client relationships, resolve concerns and provide support for the partners by proactively communicating with them
- Educate our clients not only on the company's procedures and products, but on the industry as a whole

**Desired Skills and Experience:**

- Minimum of 3 years' experience in online marketing/coding (online dating preferably).
- Previous experience working at an online and or mobile ad network/affiliate network is ideal
- Knowledge and experience with Server to Server S2S pixel implementation and testing is a must
- Advanced knowledge of HTML and CSS
- Strong analytical and problem-solving skills
- Proactive and enthusiastic with excellent communication skills
- The ability to work autonomously and within a team
- Cope well under stress
- Confident, with excellent inter-personal skills
- Fluent English both written and spoken: a foreign language is a plus

**Training provided**

Yes

**Any assistance with accommodation/relocation**

To be discussed during the interview

**Any other benefits**

Apart from the offices' vibrant and bright mixture of traditional Maltese and industrial vibes and its amazing international team, here is what's on offer:

- Competitive salary
- A personal MacBook Pro
- Company and team events
- Private health insurance
- Learning and development opportunities
- Possibility for remote work
- Flexible hours and flexible holiday policy

- An exceptional, dynamic, demanding and motivating working environment within a fast growing company

**Salary**

Eur 35,000 – Eur 40,000

**How will the interviews be held**

Online

**To apply**

CV and a covering email are to be sent by email to [eures.recruitment.jobsplus@gov.mt](mailto:eures.recruitment.jobsplus@gov.mt) and should be written in English. Please quote the vacancy name and number in your email.

**EURES – Targeted Mobility Scheme**

A financial mobility scheme exists titled **Targeted Mobility Scheme** that offers support to jobseekers moving for work as well as employers that recruit EU nationals from another country. For further information visit the website [EURES - EURES Targeted Mobility Scheme - European Commission \(europa.eu\)](https://eures.europa.eu)