

JOB DESCRIPTION

Job Title: Ad Ops Manager

Reports to: Head of Paid Media

Location: London

ABOUT US

SINE Digital is the pre-eminent disruptive performance marketing agency with offices in London's West End and New York.

We provide cutting-edge digital solutions for some of the biggest names in live entertainment, fashion and e-commerce. Our data-driven expertise in strategic digital marketing consultancy and digital marketing insight is built on years of commercial experience.

ABOUT THE ROLE

After a period of rapid growth, we're looking for a skilled Ad Ops specialist to take the lead on providing technical solutions to digital ad campaign setups, tag management strategy and data analytics solutions for our clients.

You'll be responsible for improving team workflow and process to ensure we continue to deliver best-in-class ad operations. You will have expert knowledge of ad serving systems and a passion for new and emerging technologies.

The role requires proven experience in managing technical setups across digital ad platforms, including implementing and troubleshooting advanced pixel and server-side tracking within tag management solutions such as Google Tag Manager. Expertise in data layers, javascript and Google Analytics are also core to the job. Additional experience in working with product data feeds is desirable but not essential.

KEY RESPONSIBILITIES

- Own the client site tag implementation and consultation process, both internally and externally, to ensure effective user and conversion measurement, working in collaboration with our technical web dev team.
- Lead on agency server-side tracking strategy and implementation and future-proofing measurement strategies.
- Drive best practice through deep ad tech stack platform knowledge and practical expertise covering CAPI, custom variables, data pass-back, tech stack integrations and tag management.

- Take ownership of GA4 tracking and measurement setups and best practice.
- Evaluate and improve workflows and processes to streamline tracking setups and ad trafficking, and enhance efficiency.
- Act as an ambassador of ad operations across the agency, training new starters and continually educating teams on recent developments.
- Liaise with tech team to ensure optimal CRM integrations where appropriate.

In return, we'll give you the opportunity to work with a dynamic and talented team and have exposure to a selection of exciting live entertainment and lifestyle brands in an outstanding working environment. We'll also enable you to broaden your digital skill set and provide bespoke development opportunities.

As a group company in a period of rapid international growth, we can offer exciting opportunities for progression in and enrichment of your career as new roles and positions open up.

ABOUT YOU

As part of our dynamic, lively and fast-growing team, you'll need to demonstrate the following:

- 3+ years' experience in tracking and measurement-focused agency ad operations.
- Advanced expertise in Google Tag Manager and GA4 measurement setups.
- Proven experience in advanced server-side tracking setups including CAPI.
- Experience of working with 3rd party ad-serving platforms such as Google Campaign Manager.
- Strong computer literacy with superior knowledge of Excel / Google Sheets and an active interest in internet technologies and media.
- Basic knowledge of web technologies including HTML, JavaScript or PHP.
- Diligence, high attention to detail and ability to deliver projects effectively and efficiently
- Excellent problem-solving skills and always keen to find "a better way"
- A self-starter approach with the ability to manage your own workload, multitask, prioritise and manage expectations
- Desire to learn and be part of a dynamic growing team.
- Outstanding interpersonal, verbal and written communication skills, including an ability to communicate complicated information in a straightforward way.
- Ability to thrive when working under pressure to strict deadlines, in a constantly changing environment, whilst maintaining a professional service.
- Willingness to embody and champion SINE's values of Knowledge & Expertise, Transparency, Collaboration, Innovation and Passion.

BENEFITS

- 25-day holiday allowance excluding Bank Holidays (plus extra time off over the Christmas period) and one extra day's holiday accrued for every year of service.
- 3pm finish on a Friday.
- Hybrid working and work from home allowance.
- An abundance of free tickets to live events.
- An incredible office environment in the heart of Fitzrovia with neighbourhood discounts on local restaurants, health and wellbeing and shopping.
- Structured personal development, a customised training programme and opportunities to attend industry conferences.
- An active social events calendar and opportunity to input into the social calendar.
- Opportunities to help further shape the business culture and agency benefits.

LOCATION

Our stunning offices are based in the heart of Fitzrovia, minutes walk from Goodge Street, Tottenham Court Road and Warren Street stations.

We currently operate a hybrid working week, including Tuesday-Thursday in the office with the option to work remotely on Mondays and Fridays.

APPLY

Please email careers@sinedigital.com with your updated CV and a covering letter stating why you are the right person for the role.