

**Frameplay Advertising Operations Director – Intrinsic In-Game Advertising**

Frameplay is a global in-game advertising company headquartered in San Francisco, California with global sales and development offices and teams supporting EMEA, LATAM and APAC. Frameplay truly enables game developers to place advertising easily and intrinsically within video game environments without interfering with or degrading the gameplay performance or experience.

At Frameplay, the ad operations role is one that requires its practitioners not only to be technically savvy across numerous platforms, willing to learn the gaming industry technology or have knowledge already, and also be capable of working directly with clients to ensure that their campaigns are meeting expectations.

Frameplay’s Director of Advertising Operations needs to be capable of working with numerous data management, yield optimization, and performance measurement vendors. Members of his team are responsible for vetting and integrating these partners, as well as for working with them after installation on things like new software releases and platform customizations.

Ad Operations teams input, serve, target, optimize, manage, and report on the performance and traffic of online ads. Ad Operations doesn't leave the fate of a campaign to chance. After campaign launch, an Ad Ops team closely monitors the ads to ensure they are doing their job

Responsibilities

* Extensive programmatic experience is a must, including knowledge of DSP and SSP systems.
* Facilitate and execute tasks involved with ad campaign management; includes setup & trafficking, QA & troubleshooting, monitoring performance & delivery, reporting & analytics, optimization, billing & budgeting, strategic planning, etc.
* Collaborate with relevant cross-functional teams to achieve client goals and raise awareness around campaign performance and recommendations
* Proactively optimize to exceed client critical metrics and drive revenue growth/retention of our advertising clients.
* QA creative content, technical specs ensuring it adheres to all Frameplay ad and creative policies.
* Work closely with Client Solutions Managers and Client Partners to close the feedback loop on current campaigns and share data for future campaign setup.
* Coordinate team members to manage daily workloads along with campaign delivery meeting client’s expectations
* Assisting in recruiting and training new team members
* Participate in Weekly/Monthly meetings presenting case studies and findings

Required Skills & Experience

* Ability to work within a highly collaborative, dynamic environment.
* Trafficking and troubleshooting digital ad campaigns.
* Interacting with customers, prospects, agencies, analysts and staff in high profile, business critical situations.
* Establish goals, set clear expectations, prioritize activities, and follow through with timely execution in a fluid, cross functional team environment.
* Excellent written and verbal communication skills.
* Detailed and analytical nature; metric driven behavior with a high degree of organization.
* Excited to keep up with the latest progress and trends in ad tech!

Preferred Additional Qualifications

* Prior experience utilizing ad serving and data management systems: FreeWheel, Salesforce Audience Cloud, SSP/DSPs, programmatic platforms.
* Account management or client service experience
* Working knowledge of SQL, basic HTML, and ad tag construction

Required Academic & Work Experience

* BA or BS degree in a marketing or analytical field
* 8+ years of progressive advertising operations experience
* Experience in gaming, advertising, or digital media
* IAB Ad Operations Certification or equivalent a plus

We are hiring! Please apply by sending a resume to hr@frameplay.gg noting the job title in the subject line of the email.

Frameplay is an equal opportunity employer committed to fostering an inclusive, innovative environment with the best employees. Therefore, we provide employment opportunities without regard to age, race, color, ancestry, national origin, religion, disability, sex, gender identity or expression, sexual orientation, or any other protected status in accordance with applicable law. If there are preparations we can make to help ensure you have a comfortable and positive interview experience, please let us know.

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