

Director Nordic Ad Operations

Discovery is constantly looking to improve the way we operate. The goal for the Ad Operation in the Nordics is to be best in class regarding serving local market needs and be very efficient and automated throughout the organization.

The Nordic Ad Ops Director will oversee the whole ad operation in the Nordics. This will include working with the teams, setting the direction for the organization and continuously move towards a better way of operating. Alignment across the markets will be the key for success and leveraging of scale.

The role will work closely with the Local Head of Sales as well as the local Revenue Managers across the four countries.

The role will report to the SVP Nordic Sales and be located in the Copenhagen area.

Key responsibilities:

The role will be responsible for driving change, optimisation and developments in Nordic Ad operations, and for ensuring quality in the Planning operations.

Part of the role is ensuring we have structures, systems and workflows that support a very effective process from client contact to invoicing. To reach this objective a high level of Nordic alignment in tech stack and operation processes are necessary while at the same time respecting the local nature of ad sales.

General

- Responsible for defining Nordic Ad Ops strategy, set Nordic KPIs and priorities, aligned with commercial priorities and HOS
- Find the balance between harvesting synergies from Nordic scale with the value of acting and communicating locally
- Actively seek alignment across markets within systems and processes to facilitate synergies from scale
- Be in continuous dialog with HOS and Revenue Managers regarding needs, performance, processes etc.
- Ensure best practice is shared and implemented across markets
- Liaise with counterparts in Discovery Networks International
- Be transparent and communicating around priorities, progress, challenges, timelines etc.

High quality in planning

- Ensure we have a planning operation where we are fully in control regarding inventory management and yield optimisations in all markets
- Ensure that local market needs are met in close coordination with HOS
- Understand market needs and developments and prioritise development projects

Systems

- Own Ad tech system implementations from the Business side along with Nordic Ad Tech and Development.
- Help ensure a smooth transition to new Landmark systems for all markets
- Makes sure reports are build that support local and Nordic Ad Ops/Ad Sales operations

Continuous improvement

- Continuously explore better ways to work e.g. Automation, Data collection & usage, optimizing estimation etc.
- Support local planning managers in implementing automation initiatives and aligning across markets

Digital

- Be part of facilitating the convergence between linear and digital products by ensuring tech stack is supporting this

Requirements:

Experience

- Senior management experience from both linear ad-ops as well as digital ad-ops, and with in-depth knowledge of media business and from working with advertising platforms, preferably at a media house or media agency
- Experience from an international sales organisation, and from management of remote teams in a Nordic structure is a plus. Excellent stakeholder management skills are required
- Deep knowledge of advertising platforms and experience from systems implementation and integration, and strong insight into key operational processes is a must

Personality

- Proactive and forward-leaning profile in search of new ideas and continuous improvement
- Change management mindset and driving optimization and operational excellence
- Analytical profile that is curious about data analytics and performance
- Cooperative personality with excellent relationship skills, and ability to lead and manage diverse and remote teams
- Strategic view with an eye for detail, with the ability to get things done, technical savvy and with a keen interest in technology used to support digital advertising

We can offer:

- A challenging position in a leading Nordic media organization
- An excellent opportunity for personal and professional development
- A dynamic, skilled, fun and fast-paced work environment
- Highly motivated, enthusiastic and engaged colleagues
- Competitive remuneration and company benefits

For more inquiries or information about the position please contact our recruitment advisor Jon Dissen at JP Cornerstone on mobile +47 900 37 900.

Please submit application and CV in English to jon.dissen@jp-cornerstone.com.

About Discovery Communications

Discovery Communications (NASDAQ: DISCA, DISCB, DISCK) is the leader in global entertainment reaching 3 billion cumulative viewers in more than 220 countries and territories. Discovery satisfies curiosity, entertains and inspires viewers with high-quality content through global brands, led by Discovery Channel, TLC, Investigation Discovery, Animal Planet, Science and Turbo/Velocity, as well as U.S. joint venture network OWN: Oprah Winfrey Network, and through the Discovery Digital Networks portfolio, including Seeker and SourceFed. Discovery owns Eurosport, the leading pan-regional sports entertainment destination across Europe and Asia-Pacific. Discovery also is a leading provider of educational products and services to schools, including an award-winning series of K-12 digital textbooks, through Discovery Education.