

# Advertising Operations Coordinator (Digital)

**Aliases:** Advertising Operations Coordinator (Digital)

**Industry/Sector(s):** Media and Entertainment

## JOB DESCRIPTION <sup>2</sup>

The tasks an Advertising Operations Co-Ordinator (Digital) is expected to perform include:

- Implementing online advertisement campaigns
- Fulfilling the order of sale
- Managing the responsibility for revenue generation through ads
- Serving as a bridge between the sales and technology functions within the company
- Assisting in product creation, research, pricing, etc. whenever required
- Controlling the online advertisement hardware and software systems and servers
- Working with the sales and marketing team to produce successful campaigns and reports
- Managing media bought by advertisers/agencies and running it as planned
- Evaluating the effectiveness of online campaigns
- Troubleshooting and resolving any technical and delivery issues

## WORK ENVIRONMENT <sup>1</sup>

- It is a desk job
- May need to handle a team
- Local travelling is not part of the job role
- Part-time work and contractual jobs are not available
- Work from home option is not available

### Working hours

- Working hours are fixed
- Overtime maybe involved
- Shift system maybe applicable

### Is the job suitable for a candidate with special needs?

Maybe

## EDUCATIONAL QUALIFICATIONS AND TRAINING <sup>1</sup>

- Minimum – Preferably Graduation
- Certified training for Advertising Operations Co-Ordinator (Digital) (programme aligned to MES/Q0206 released by Media & Entertainment Skills Council)

## KEY COMPETENCIES <sup>1</sup>

- Knowledge of fundamentals of online advertising
- Familiar with fundamentals of workflow management
- Basic knowledge of data management and data analytics
- Skilled in media planning and media buying
- Knowledge of Microsoft Office, especially Microsoft Excel and PowerPoint
- Familiar with online terminology such as CPM, CPC, CPA, RTB, DSP, DMP, etc. and the metrics for measuring online impressions
- Knowledge of working on advertisement trafficking solutions such as Mediamind, Flashtalking, Atlas, DFA etc.
- Familiar with coding languages such as JavaScript, C++, Flash, etc. and trafficking solutions
- Knowledge of online advertisement operations

## DESIRABLE COMPETENCIES <sup>1</sup>

Not applicable

## AVAILABLE SKILL TRAINING AND LEARNING INSTITUTES <sup>5</sup>

Private institutes across India

## AVAILABLE SKILL TRAINING SCHEMES/SCHOLARSHIPS

<http://nscsindia.org/AboutUs.aspx>  
<http://mhrd.gov.in/scholarships-education-loan>

## SAMPLE OF TRAINING AND LEARNING COURSES

## CAREER PROGRESSION PATH <sup>6</sup>

Head of Company



Head of Geographical Unit



Advertising Producers



Advertising Specialist



Advertising Operations Managers



**Advertising Operations Co-Ordinator (Digital)**

### Transfer option

•India: Yes

•Abroad: Yes

*(\*This field to open the relevant job title when clicked)*

## EXPECTED EARNINGS <sup>8, 9</sup>

•For freshers - ₹ 10,000 to ₹ 25,000 per month

•For candidates with 4 to 6 years of experience - ₹ 35,000 to ₹80,000 per month

*(These figures are indicative and subject to change)*

## REQUIRED WORK EXPERIENCE <sup>1</sup>

Preferably minimum 0 - 4 years of experience in related field

## PROBABLE EMPLOYERS <sup>10</sup>

- Advertising agencies
- Publicity agencies
- Marketing agencies
- Corporate businesses
- Newspaper agencies

## PEOPLE'S CORNER

Coming Soon

## KEYWORDS

- Digital Advertising Operations Coordinator
- Ad Trafficker
- Ad Campaign Manager

## OCCUPATIONAL CODES AND STANDARDS

Standard	Code	Description
NCO 2015	1222.0102	Advertising Operations Coordinator (Digital)
ISCO 2008	1222	Advertising and Public Relation Managers
NIC 2008	73100; 47990	Advertising; Other retail sale not in stores, stalls or markets
QP Reference	MES/Q0206	Advertising Operations Coordinator (Digital)
NSQF	7	NA

## REFERENCES

1	1 Qualifications Pack-Advertising Operations Coordinator (Digital)
2	<a href="https://www.admonsters.com/what-ad-operations">https://www.admonsters.com/what-ad-operations</a>
3	<a href="http://www.dnis.org/Employment.pdf">http://www.dnis.org/Employment.pdf</a>
4	<a href="http://www.huffingtonpost.com/2012/07/24/sitting-at-work-why-its-dangerous-alternatives_n_1695618.html?ir=India">http://www.huffingtonpost.com/2012/07/24/sitting-at-work-why-its-dangerous-alternatives_n_1695618.html?ir=India</a>
5	<a href="http://www.htcampus.com/subcategory/advertising-colleges-in-india">http://www.htcampus.com/subcategory/advertising-colleges-in-india</a>
6	<a href="http://www.hierarchystructure.com/hierarchy-of-advertising-jobs">http://www.hierarchystructure.com/hierarchy-of-advertising-jobs</a>
7	<a href="https://www.admonsters.com/job/ad-operations-coordinator/178273">https://www.admonsters.com/job/ad-operations-coordinator/178273</a>
8	<a href="http://www.kellyglobal.net/res/content/in/services/en/docs/kellysalaryindia.pdf">http://www.kellyglobal.net/res/content/in/services/en/docs/kellysalaryindia.pdf</a>

9	<a href="http://www.employmentnews.gov.in/Career_Advertising_Publicity.asp">http://www.employmentnews.gov.in/Career_Advertising_Publicity.asp</a>
10	<a href="http://jobsearch.naukri.com/advertising-jobs-in-india">http://jobsearch.naukri.com/advertising-jobs-in-india</a>
11	<a href="http://www.censusindia.gov.in">www.censusindia.gov.in</a>
12	<a href="http://www.ibef.org/industry/media-entertainment-india.aspx">http://www.ibef.org/industry/media-entertainment-india.aspx</a>