

## Demand Operations Manager

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Company: Aniview

Location: India

Category: other-general

### **About Us;**

Aniview is a private, global technology and media company specializing in efficient management & monetization of streaming and video-on-demand content across desktop, mobile, inApp, CTV & OTT. Founded in 2013, Aniview's patented video player technology, high-performance ad server, video marketplace & custom ad units provide flawless video delivery to over 20,000 publishers worldwide.

### **About the Role;**

- The Demand Operations Manager will lead, establish, and maintain efficient funnel operations in partnership with the demand sales and programmatic partners.
- Development of our demand sales processes within our CRM, and driving enablement/alignment between our pipeline driving teams.
- The right person will be responsible for technical troubleshooting and new integrations
- Approving publisher domains with demand partners
- This team member finds joy in juggling multiple projects that require identifying people, processes, or technology improvements.
- Analytical capabilities will be an advantage.

### **Qualifications;**

- 2-6 years of experience in ad-tech demand Operations or related fields.
- Hands-on experience managing ad-monetization operations of websites and mobile

apps.

- Strong project management and organizational skills.
- Passion for educating others, technology/systems, data/reporting, and operational excellence.
- Hands-on experience with sales automation and CRM systems (Salesforce highly preferred).
- The ability to synthesize data, summarize issues, and think outside the box is essential.
- Strong process and analytical skills to identify inefficiencies and create improvements.
- Ability to prioritize and manage various projects across your team resources and adapt to changing business requirements.
- Strong interpersonal skills to influence others, even without formal authority, and lead cross-functional teams.

### **The Responsibilities;**

- Coordinate internal resources and third parties/vendors to ensure the flawless execution of the program and the following of deadlines.
- Prepare daily, weekly, and quarterly progress reports for the clients and senior management.
- Establish and maintain relationships with third parties/vendors.
- Ensure that advertising services are running smoothly as expected.
- Foresee and troubleshoot ad serving issues quickly to minimize the advertising capital loss
- Prioritize and execute projects from marketing and sales to facilitate revenue growth - implement projects involving diverse and complex data relationships.
- Drive continuous improvement to achieve and maintain operational excellence for GTM teams.
- Enable sales and marketing teams and day-to-day activities by facilitating better processes,
- Partner closely with Account Management to establish and maintain a closed-loop feedback process that provides insight into the effectiveness of marketing processes for better lead routing and qualification.
- Drive best-in-class marketing activity production and tracking that supports our marketing and sales pipeline creation and insight.
- Partner on lead management improvements to drive conversion and velocity in our revenue

funnel.

- Manage all business tools subscriptions and integrations.

### **It would also be nice if you had**

- 2-5 years of previous AdTech buyers experience.
- Strong Excel skills (formulas and pivot tables); BI tools or similar data visualization experience.
- Comfortable with an unstructured, fast-moving, and constantly evolving high-growth environment. Passion for excellence and continuous improvement.

If you meet these qualifications and are eager to contribute to a dynamic team environment, we

encourage you to apply. We are looking for a dedicated professional with a passion for ad operations and a commitment to delivering high-quality solutions.

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