



CONNELLY PARTNERS INTEGRATED

EUROPE LIMITED



#JOB-2426218



59/61 Northumberland Road, Ballsbridge,

Dublin 4, D04 WP89



No of positions : 1



Paid Position



39 hours per week



34000.00 Euro Annually



23/12/2025



20/01/2026

How to apply

Application Method :

Please apply to the vacancy by the following means:

Email : mcapasso@connellypartners.com



Open your camera
app & point here
to view this ad
online



Media Operations Specialist

Application Details

In order to work in Ireland a non-EEA National, unless they are exempted, must hold a valid employment permit. Please review the [Eligibility and requirements for an employment permit](#) if you are unsure of your eligibility to apply for this vacancy.

Job Description

We are seeking a highly motivated and detail-oriented Media Operations Specialist to join our growing team. This role is central to the successful execution of our digital media campaigns, with a primary focus on ad operations, traffic, and campaign management. The ideal candidate will have a foundational understanding of the ad tech landscape and will be responsible for the day-to-day execution of ad delivery. In addition to core ad operations duties, this role will provide entry-level, hands-on support for our Paid Search and Paid Social teams, assisting in the setup, building and QA of in-platform campaigns. This is an excellent opportunity for an individual with a passion for media technology to expand their skill set across multiple digital marketing channels.

Core Responsibilities (Ad Operations):

- Manage the end-to-end ad trafficking process in Google Campaign Manager (DCM), from campaign setup to launch.
- Build and maintain trafficking sheets in coordination with integrated planning, platform, and analytics teams.
- Generate, test, and implement pixels and ad tags for campaign launches and conversion tracking.
- Complete rigorous quality assurance (QA) and testing of all creative assets to ensure proper functionality across browsers and devices.
- Communicate with vendors and media partners to ensure the proper setup and deployment of campaigns.
- Troubleshoot creative and technical issues that affect implementation, tracking, and/or reporting.
- Coordinate with internal analytics teams to ensure accurate reporting, optimization, and fulfillment of campaign delivery for client dashboards.
- Assist in managing ad verification and brand safety tools to ensure media quality.

Supporting Responsibilities (Paid Search & Social):

- Assist in the setup and management of paid search campaigns in platforms like

Google Ads, including keyword research and ad copy creation.

- Support the building of paid social media campaigns from the ground up in platforms such as Meta, LinkedIn, and TikTok.
- Carry out routine, hands-on-keyboard platform tasks as directed, including building audiences, and executing creative refreshes.
- Help monitor daily campaign budget pacing and performance across search and social platforms.
- Assist in pulling data for performance reports for internal analytics and media teams.

Qualifications & Key Traits:

- 1-2 years of experience in digital media trafficking, ad operations, or a related role at an agency or vendor.
- A strong understanding of Google Campaign Manager (DCM) is required.
- Familiarity with paid search (Google Ads) and paid social (e.g., Meta Business Manager) advertising platforms is a significant plus.
- A keen eye for detail and a commitment to accuracy.
- Excellent communication and organisational skills, with the ability to manage multiple projects in a fast-paced environment.
- A strong desire to learn and grow within the digital marketing and media technology space.

- This vacancy is suitable for Remote/Blended working
- **Sector:** professional, scientific and technical activities

Career Level

- Experienced [Non-Managerial]

Candidate Requirements

(Essential)

- **Minimum Experienced Required (Years):** 1
- **Minimum Qualification:** Level 5 (incl Leaving Certificate/ Leaving Certificate Applied/ Leaving Certificate Vocational Programme)

(Desirable)

- **Ability Skills:** Administration, Analytical, Interpersonal Skills
- **Competency Skills:** Decision Making, Flexibility
- **Specialising In:** advertising