

## JOB DESCRIPTION

ROLE: CAMPAIGN OPERATIONS DIRECTOR  
LOCATION: LONDON (HYBRID)

SALARY: £45,000 - £47,000



### ABOUT US\_

At Talon, our purpose is to be the independent agency of choice providing a pioneering global platform for brands to connect with audiences in the outside world. We want to reimagine the industry to deliver greater value for our clients whilst inspiring people and caring for our planet.

We're passionate about OOH and are on a mission to drive the growth of this sector within the media industry – changing perceptions of it as a legacy medium to one that is highly effective, creative, sustainable, and measurable for our clients.

In our first 10 years, our desire to offer intelligent, creative, technology-led OOH solutions and a full-service OOH offering saw us grow into a team of over 350 people located in key cities across the globe. In that time, we have been awarded for our approach to our people, our clients and our industry and want to continue and expand upon these successes.

### OUR VALUES AND HOW WE WORK TOGETHER\_

WE ARE BOLD_	WE ARE HUMAN_	WE ARE SMART_
<p>As industry provocateurs and pioneers, we respectfully challenge the status quo, take pride in our people, big ideas and partnerships</p> <ul style="list-style-type: none"><li>• We embrace change</li><li>• We challenge respectfully</li><li>• We lead the way</li></ul>	<p>We are a diverse collective of changemakers who value respect, fairness, and integrity and expect the same in return</p> <ul style="list-style-type: none"><li>• We value collaboration and togetherness</li><li>• We are empathetic</li><li>• We embrace individuality</li></ul>	<p>Our trailblazing spirit and learning centric culture ensures our knowledge provides maximum value to each other and our clients</p> <ul style="list-style-type: none"><li>• We grow and learn</li><li>• We are trusted</li><li>• We are mission possible</li></ul>

### THE ROLE\_

In the role of Campaign Operations Director, you will be responsible for delivering operational excellence across the UK Talon business. You will manage the activities and reporting on work conducted by the UK Campaign Operations team, which is responsible for supporting the services we provide for our UK Agencies/Clients by assisting the client-facing teams at the back end.

You will deliver best practice across the Campaign Operations processes and be a positive ambassador for Talon when dealing with Agencies/Clients directly when required as part of the role.

As a Campaign Operations Director you will use your initiative and understanding of the business to ensure the whole Campaign Operations team is working in the best way possible. Being proactive to improve the tasks the team perform to make them more efficient and working to the highest standards, providing consistent campaign operations service across all teams. Where the teams work is not delivered to the business at the expected standards the Campaign Operations Director will lead the team to rectify any issues.

You will focus on delivering the highest quality service while striving to drive continuous improvements across the team to make Talon more efficient and effective as a whole not just in your individual role.

Commented [SA1]: Duplicated in responsibilities section

### RESPONSIBILITIES AND RELATIONSHIPS\_

As the Campaign Operations Director, you will be able to:



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- Be a champion of consistent high-quality output from the UK Campaign Operations team across key tasks they are responsible for which include but are not limited to:
  - Input details into campaign tracker.
  - Check costs on Plato against final booked plan.
  - Chase up any booked plans that are missing with the planning team.
  - Chase up any POs that are missing with the planning team.
  - Book and manage campaign photography.
  - Book production with SMP.
  - Manage digital verification process.
  - Manage the inspection process ensuring no team errors.
  - Manage upsites, posting, playout and overshadow reports.
  - Assist Ada and Atlas campaign process.
  - Manage the Creative Portal process.
  - Manage inventory in Talon systems.
  - Add brands to NetSuite when needed.
  - Delivery of campaign design instructions.
  - Despatch details to external suppliers for campaigns.
- Identify problems, and work collaboratively to alleviate them.
- Contribute towards making existing processes better so that we can service our Agencies/Clients better.
- Contribute to none campaign ops work i.e. internal working parties, for example ADA/Atlas and pass on your knowledge to the rest of the team.
- Participate in defining the requirements to enhance systems/tools and have responsibility for testing them when required.
- Ensure you and the team are utilising in house systems on a regular basis ensuring they are keeping up to date with all the latest changes.
- Work collaboratively with key stakeholders across the business to deliver operational excellence.
- Be a champion for the utilisation of Talon's tech platforms.
- Passionately advocate and lead the need for common processes.
- Manage, train and recruit new junior members of the team.
- Initiate ideas of improving the work of the Campaign Operations team
- Present to the company when of benefit to the progress of the campaign operations team functionality
- Help with motivating the campaign operations team.
- Work alongside internal teams to ensure the eradication of any errors across our proprietary and third-party systems.
- Establish relationships with external suppliers and customers where beneficial to the success of Talon's operations.
- Champion sustainability and advocate the value of positive social and environmental impact within your team.
- Participate in projects and initiatives which drive Talon's commitment to positive social and environmental causes. E.g., charity partnerships, volunteering, carbon offsetting etc.
- Role model the Talon values and behaviours to help ensure the best possible culture and tone is set throughout Talon.

### WORKING HABITS AND CORE SKILLS\_

- Be proud to work in Campaign Operations and driving operational excellence at Talon.
- Be a good communicator and inspire the business on the importance of operational excellence.
- Show excellent attention to detail.
- Be able to multi-task.
- Be a self-starter and be able to motivate yourself and others.



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- Be able to work and think quickly, Talon is a fast-paced business.
- Use your initiative to solve problems and service clients best ensuring others are doing the same.
- Have ability to build your people management skills.
- Approach the role with positivity.
- Be a team player.
- As an operational leader you should live and breathe clarity, organisation and prioritisation skills.

### YOUR EXPERIENCE AND QUALIFICATIONS

- Out of Home industry experience is a benefit but not essential.
- A good standard of written and spoken English.
- Excel skills are important.
- Understanding and using data is a benefit but not essential.
- Attention to detail is vital.
- Managing people experience is an advantage.

### BENEFITS INCLUDE

Pension	Enhanced maternity/paternity/shared parental pay
Life Assurance	25 days annual leave, increasing every year by 1 day up to a maximum of 30 days
Permanent Health Insurance	Birthday Leave
Private Medical and Dental cover	Voluntary/Charity leave
Access to private GP appointments	Feel Good Allowance
Smarter Working (hybrid working, flexible working hours, work from anywhere for 2 weeks of the year and an early Friday finish!)	Summer Fridays
Eye Care Vouchers	Monthly Massages
Season Ticket Loan	Cycle to Work Scheme
Home set up allowance	Training allowance



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