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# Example of Audience Manager Job Description

Our innovative and growing company is looking to fill the role of audience manager. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for audience manager

* Track vendor agreements/IOs to ensure proper record-keeping and compliance
* Serve as the key day-to-day contact for any and all billing or attribution issues, or questions from internal/external clients and partners
* Ensure all internal and external processes related to revenue collection and distribution are followed and design new processes, if needed
* Provide revenue reporting to executive and/or revenue operations team, as required
* Developing and maintaining media analytics for Cadreon clients across display, search, mobile & social channels
* Coordinate with Client Services and optimization teams to deliver key insights and insure optimization efforts are executed in a timely and accurate manner
* Develop standardized procedures, benchmarks and analytical framework, participate in modeling of strategic business initiatives around inventory avails, pricing in the RTB and exchange eco-system
* Develop comprehensive performance analysis benchmarks, case studies and presentations with regards to marketplace supply/demand
* As the Manager of Digital Yield & Audience Products, you will be a key addition to the group
* Lead small team in ad inventory forecasting and taxonomy management for Turner Digital’s suite of audience segments

## Qualifications for audience manager

* Bachelor’s degree in Marketing, Economics, Statistics, Mathematics or related fields preferred
* 5+ years’ experience in the media industry, with strong sales experience
* Knowledge of and established relationships with television media clients and agency TV desks
* Deep knowledge of both TV and digital media buying environments
* Ability to pivot based on real time information and client needs
* Ability to manage and drive to a multi-million dollar annual quota