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# Example of Audience Manager Job Description

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

## Responsibilities for audience manager

* Work within Turner’s DMP to create, manage and scale all active audience segments using both 1st and 3rd party data sets
* Work with the Turner Data Cloud team to strategize on how to build out extensive, sellable 1st party data sets
* Analyze the impact of market trends, identify and implement new opportunities to drive profitability, mitigate business risks, provide financial and analytics support to Senior Management and perform general ad-hoc business & financial projects
* Work with the Programmatic Team to better integrate DMP opportunities into Programmatic PMP business
* Maintain expertise in continuously evolving digital audience and data space and help educate other groups within Turner (yield, sales, site teams, operations)
* Leading efforts to document KPIs for experiences to look at gaps in experiences from a data-driven lens
* Creating and executing on audience forums
* Capturing the outside-in perspective on change initiatives and analyzing Voice Of data to drive priorities
* Both individually and with senior stakeholders in DX, product marketing and the segments you will be responsible for ensuring effective operations of the Ascend+ program by defining and documenting key business process (eg
* In partnership with the DX FAST team - represent the performance and the voice of the field in Ascend+ program decision making and DX field role readiness (AE, TE, and DX Lead)

## Qualifications for audience manager

* History of growing accounts year over year
* Documented history of superior sales success
* Knowledge of and established relationships with programmatic buyers, trading desks and DSP’s
* Driving efficiency and innovation within existing programs facilitate development of new ones
* Be the spokesperson in the industry for the MS Learning Experiences team
* Experience with data management platform (DMP) highly preferred, but not required