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# Example of Programmatic Account Manager Job Description

Our growing company is hiring for a programmatic account manager. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

## Responsibilities for programmatic account manager

* Working on account growth strategy for programmatic clients, retaining clients quarter on quarter, and strategizing to grow revenue through upselling new offerings/products
* Driving delivery and data analytics for EU programmatic campaigns, with an overall goal of increasing efficiencies, improving the speed of deal optimization and decision making
* Assist in media planning and pre-sale strategy
* Approaches of briefs with strategic vision to justify use of Xaxis products and with the support of relevant internal teams
* Act as the lead point of contact for any and all programmatic matters specific to Optimization clients
* Ensure the timely and successful delivery of our solutions according to client needs and objectives
* Identify and grow programmatic opportunities within accounts and collaborate with sales teams to ensure growth attainment
* Liaise effectively between agency trading desks such as Xaxis, Accuen, Amnet, ASG, Affiperf, Cadreon, , programmatic buying teams at Agencies and Brands to resolve issues, raise awareness of IAS products/services, diffuse innovation, motivate change, educate active users, and represent IAS holistically nationwide with current clients
* Work with and understand how IAS data is being activated, leveraged, and understood within DSPs and by agency desks to inform on best practices
* Maximize usage of IAS programmatic products across current clients to increase revenue and adoption

## Qualifications for programmatic account manager

* Must be proficient, intermediate level, with Excel, PowerPoint, Word
* Agency & network strategic experience
* Experience in managing key clients and maintain long term external client relationships
* Experience of multiple industry categories and what drives their online advertising success
* Strong understanding of online media market, dynamics and competition
* Demonstrated success in addressing client problems creatively to proactively find solutions to problems of which clients are unaware