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# Example of Programmatic Account Manager Job Description

Our company is looking for a programmatic account manager. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for programmatic account manager

* Provide feedback to the product team in designing better products by communicating market requirements
* Independently manage pipeline/”To-Do” list of Account Management related priorities, seeking direction from manager should priorities be unclear
* Set and meet deadlines for all tasks, proactively notifying all relevant stakeholders should extenuating circumstances result in delay and updating them of new expected completion deadline
* Responsible for rapidly responding to client asks, including requests for the creation of new DiDs
* Work cross-functionally with Supply Team, Demand Operations Team, Account Directors and DSP team to set up campaigns for success
* Build, maintain and manage relationships with Agencies, Trading Desks, DSPs, networks, and all demand sources
* Daily monitoring of existing business for changes in performance and revenue
* Proactively provide consultation to internal teams and outside clients regarding new opportunities
* Troubleshoot and solve technical buyer/seller platform issues
* Oversee the execution of programmatic campaigns for Amazon to ensure the highest standards, in line with our objectives and budgets using leading DSPs

## Qualifications for programmatic account manager

* An understanding of how campaign performance is measured
* Previous Fattail & AdBook and DFP experience preferred
* 4- 6 years of experience in a role encompassing Account/ Revenue management and data analysis, preferably (not mandatory) from digital/ programmatic/ad tech background
* B.Tech or B.Sc in Statistics, Mathematics, or other quantitative or analytical field (MBA preferred)
* BS or BA required & advanced degree desirable
* 1 to 2 years of experience within the digital advertising space