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# Example of Programmatic Account Manager Job Description

Our company is looking to fill the role of 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

* Contribute to the ongoing development of processes and best practices dealing with desk operations, campaign design (including cross-departmental coordination), quality assurance, testing methodologies, and reporting and optimization approaches to ensure the fullest impact and efficiency of both client investments and internal workflows
* Work in partnership with Edelman’s specialty teams, including but not limited to the Insights and Analytics and Performance team colleagues, to execute integrated multi-channel campaigns
* Keep on top of industry trends and current events that may impact client business
* Point of Contact for all live campaigns within given markets, providing post-sales support to the Sales team
* Troubleshoot active campaigns while providing solutions and support as needed
* Responsible for all order entry ticket assignment for the team, managing workload and delegating and handling when volume is particularly high
* Responsible for internal campaign kickoff call (coordination, execution and follow up)
* Be a player/coach personally servicing our most strategic key accounts across the country, and facilitating renewal conversations based on client/program insight
* Responsible for QA’ing all Internal IO’s created by team to ensure timely and flawless campaign execution
* Be the direct point of contact for your markets’ sales team

## Qualifications for programmatic account manager

* Tech or B.Sc in Statistics, Mathematics, or other quantitative or analytical field (MBA preferred)
* Experience with OOH-specific ad tech like Vistar, Broadsign, a plus
* Oversee the execution of programmatic campaigns for JnJ to ensure the highest standards, in line with our objectives and budgets using leading DSPs
* Liaise with JnJ clients and agency teams on campaign performance and reporting
* Evaluate and proactively bring new opportunities for programmatic media buying for JnJ
* Consult with JnJ client and J3 agency planning teams regarding development and alignment of campaign parameters to sell in and develop Cadreon services