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# Example of Programmatic Manager Job Description

Our company is looking for a programmatic manager. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

## Responsibilities for programmatic manager

* Stay apprised of current & new DSP functionality or data products and successfully deploy on relevant campaigns
* Collaborate with Operations and Strategy Teams on campaign strategy, performance reporting and optimization
* Collaborate with Analytics and Database Teams to manage DMP functionality
* Devise and implement the eCommerce display, paid social, and programmatic strategy for adidas US
* Utilize expertise to recommend expenditure allocation for a multi-million dollar display, paid social and programmatic budget
* Manage day-to-day display, paid social and programmatic operations and strategies (including lower funnel retargeting, category-level retargeting, prospecting) to meet KPIs and customer acquisition goals
* Accountable for ensuring paid social and programmatic programs achieve eCommerce sales, ROI and total contribution goals
* Manage our external digital agency (display, paid social and programmatic teams) to meet agreed targets
* Serve as the primary consultant both internally and externally while determining the most strategic approach to display advertising investments
* Work cross-functionally with Merchandising, Digital Marketing (all channels, including SEO), CRM, Analytics and Brand Activation teams to create synergies and exploit opportunities

## Qualifications for programmatic manager

* Considerable sales and new business experience is essential, particularly within performance driven media and programmatic sales industry
* Strong existing relationships in both the agency trading desks and the operating tier 1 media agencies within the UK
* Excellent track record in developing client relationships with media advertising agencies, growing revenue and winning new business
* Extensive knowledge and understanding of the network and programmatic market place including cross-platform performance and brand solutions, audience targeting, supply and demand side platforms, and buying models
* Fluency in relevant languages to the region
* 5+ years of experience in bid management, campaign management/optimization (preferably digital/programmatic buying utilizing DSPs) with a focus on direct response practices