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# Example of Programmatic Manager Job Description

Our company is growing rapidly and is looking to fill the role of programmatic manager. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for programmatic manager

* Facilitate and attend discovery meetings with publishers, supply side platforms, and other supply partners
* Help vet new inventory opportunities and negotiate publisher deals
* Facilitate deal ID set up and troubleshooting in DSP’s and guaranteed order platforms
* Help growth of the PBG publisher inventory catalog by onboarding new inventory and formats to keep our offering competitive
* Become proficient in the guaranteed orders platforms to create new automated guarantee deals
* Offer analytical insights on inventory partner performance through internal QBRs
* Strategize, pitch, present, negotiate and close new accounts
* Develop, maintain and grow current relationships with ATD’s, agencies, brands and Ad Network partners
* Manage pre-sale communication with clients including campaign guidelines, KPI alignment, budgets, and overall process to get deals live
* Excellent knowledge of the digital ecosystem and the nuances in programmatic technologies

## Qualifications for programmatic manager

* Ability to balance direct response/performance goals with overall business goals and priorities, and you possess a strong appreciation and knowledge of Brand Marketing
* An ability to explain complex display/paid media concepts to varied stakeholders by making intricate technologies understandable
* Strong leadership capability with a talent for influencing at all levels of the organization (globally, locally, internally and externally)
* Excellent (written and verbal) communication and interpersonal skills with an ability to build strong relationships quickly as a result of a team-first mentality
* Bachelor’s degree required with 3-5+ years hands-on performance display, real-time bidding, and paid social experience (client, agency, agency trading desk, real-time bidding technology vendor, or publisher)
* Strong technical experience with ad serving and demand-side platforms