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# Example of Programmatic Marketing Manager Job Description

Our company is looking for a programmatic marketing manager. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don’t fill all of the qualifications, you may still be considered depending on your level of experience.

## Responsibilities for programmatic marketing manager

* Develop strategies for meeting subscriber and revenue goals
* Lead and participate hands-on in the development, execution, and management of different types of Programmatic inventory via multiple Demand Side Platforms
* You will be responsible for organizing and coordinating trafficking resources for the setup and execution of various types of programmatic inventory across all digital formats
* Understands programmatic optimization best practices and articulates knowledge to marketing partners
* Understand latest developments in programmatic from industry news and attending industry events
* Provides thought leadership to clients on programmatic and display campaigns
* Meet frequently with Marketing stakeholders to develop a deep understanding of their business process and needs
* Collaborate with Marketing and Engineering teams to establish solution strategy and publish roadmaps to ensure projects are clearly defined and properly phased to facilitate timely delivery of functionality
* Develop product requirements, user stories and acceptance criteria to maintain the product backlog of priorities
* Partner with your Engineering teams to manage the agile processes including release planning, sprint planning, standups, sprint demos and retrospectives

## Qualifications for programmatic marketing manager

* Experience with dynamic ad serving and DCO a plus
* Ability to partner is a must
* Own the strategic direction for how paid social and programmatic buying can fuel the marketing efforts within your purview
* Define macro goals for the team, its outputs and its performance
* Ensure best practice integration
* Set the "cross campaign" learning agenda for the campaigns under your purview, define plans for accumulating additional IP in this important space