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# Example of Programmatic Marketing Manager Job Description

Our company is growing rapidly and is searching for experienced candidates for the position of 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

* Work with internal and external partners to ensure proper campaign set-up, and audit campaign setup to ensure accuracy
* Work with internal and external partners to support ongoing optimization against key success KPI and learning agenda, enforce reporting, and escalate issues as they arise
* Catalog ongoing learnings as they arise to help establish internal benchmarks, campaign playbooks to be leveraged across brands and categories
* Day to day responsibility for planning, activating and optimising digital media on multiple platforms from adwords inventory, to open exchange inventory, across formats such as display and native advertising
* Oversee campaign budgeting, reviewing pacing and optimising media- making continual adjustments to performance levers such as creative, targeting and bidding to ensure performance marketing goals are achieved
* Constantly be on the lookout for platforms and inventory sources, data and technology platforms options in the marketplace best suited to find B2B audiences with the goal to actively test and understand viability
* Lead and own relationships with vendors and third party services
* Collaborate dedicatedly with the analytics team as a key partner in how display channel attribution is implemented
* Collaborate with the creative team in order to build creative on an ongoing basis, A/B testing assets and providing the creative team with feedback on what works, what doesn’t, and building a pipeline of new assets depending on the platforms
* Responsible for independently reporting out on channel performance

## Qualifications for programmatic marketing manager

* International Marketing experience, especially in Europe, Middle East, and Africa marketplaces
* Manage team of programmatic campaign managers, dedicated to supporting local campaigns and initiatives for the Asia markets
* At least 8 years of professional experience, with a passion for digital media, streaming video, branding, advertising, TV and CTV
* Strong knowledge of how digital video advertising is transacted from both an advertiser and publisher perspective and a strong understanding of audience targeting technologies
* Strong Programmatic knowledge
* Critical understanding of how online advertising is viewed holistically within a marketing organization