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# Example of Programmatic Marketing Manager Job Description

Our innovative and growing company is hiring for a programmatic marketing 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 marketing manager

* Work inside a buying technology platform to steward campaigns (budget, pricing, bid optimization, frequency management)
* Own regional partner relationships for Programmatic
* Partner with Google, Facebook and other Programmatic platforms to ensure Hotels.com is an early adopter of all product alphas and betas
* Plan, implement, analyze and document tests and insights
* Manage, execute and optimise all real-time-bidding (RTB) & programmatically traded campaigns
* Manage day-to-day relationships and negotiations with third party technology partners, DSPs and publishers where private deals are required, tracking and managing significant media investment
* Deliver first class, innovative campaigns that help us to deliver against our core targets and KPIs
* Work with our internal data intelligence teams to leverage our data to drive campaign performance
* Deliver timely, insightful reporting and analysis on the performance of our programmatic campaigns, both to shape future plans, and provide insight for the wider team
* Collaborate with the Digital Marketing Manager and other channel owners (Social, PPC, Affiliates) to improve the overall performance of digital marketing across the entire sales funnel

## Qualifications for programmatic marketing manager

* Advanced understanding of Programmatic Marketing systems (DSP, DMP, ad serving, Social Ads API Platforms)
* Strong grasp of the overall digital marketing ecosystem in EMEA and the role that paid social and programmatic play within
* A passion for the entertainment business and a strong understanding of popular culture in EMEA
* Excels in data-driven analysis and is able to distill meaningful stories for advertisers from data
* Deep technical understanding of the product with the ability to synthesize technical features into easy to understand business benefits
* Audience management and integration with programmatic vendors