



Example of AD Product Manager Job Description

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Our growing company is looking for an AD product 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 AD product manager

- Works directly with Consumer Product team and can effectively articulate ad product solutions and ideas
- Work with Ad Operations to ensure new partners are set-up and working properly and trouble shoot when it's not
- Manage expectations around development timelines such as SDK implementations and header bidding changes
- Leverage TWC's unique 1st party data and other digital brand assets to develop premium products for programmatic clients
- Leverage 1st party data, digital marketing knowledge and experience, DMP expertise, brand assets and core technology to build programmatic ad products
- Partner with programmatic sales team to help identify, pitch, and close programmatic ad sales deals with agencies and advertisers using TWC created programmatic ad products
- Partner with sales to drive creation of persuasive sales presentations on new programmatic ad products
- Develop go to market strategies for programmatic ad products to address different market segments such as agencies, trading desks, DSPs, and others
- Define product and feature-level messaging to be used across communications programs
- Work closely with operations, monetization, and sales to implement and support key strategic product initiatives

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- 3+ years of product management or ad operations experience
 - BA/BS preferredAttention to detail
 - Ability to think conceptually about business problems
 - Extensive knowledge and experience of international digital (and TV) advertising sales, including programmatic, mobile and Apps
 - Deep understanding of responsive design applied to website, ad slots and ad formats
 - High level of proficiency with internet technologies and experience of affiliates such as Doubleclick, Moat, Freewheel, Smartology, Sizmek, Teads Inskin