



Example of Programmatic Manager Job Description

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Our company is growing rapidly and is hiring for a programmatic manager. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

Responsibilities for programmatic manager

- Deliver strong results and growth across our broad range of buying and advertising solutions as part of a driven and focused sales team
- Demonstrate existing relationships in both the agency trading desks and the operating media agencies within the UK
- Develop and maintain necessary technical knowledge as the primary point of contact for any client trouble-shooting whilst delivering highly effective sales presentations proposals and negotiations
- The ability to drive the increasing adoption of our DSP through RTB and Programmatic Guaranteed, whilst growing revenue spend across our extensive product portfolio within the network
- Support the Group Head in the development of sales strategy and wider business development including presenting business projections, forecasts and other summary reports to satisfy management requirements
- Assess digital ad opportunities, avails, pricing and permitted targeting options and manage for optimal impression frequency across segments
- Be company expert on programmatic media buying
- Proactively monitor campaign pacing and performance, ensuring accurate and timely delivery
- Troubleshoot & QA pre-production & live campaigns
- Manage multiple campaigns & budgets of varying size and objectives simultaneously (with special emphasis on spend and ad cost/ROI goals)

Qualifications for programmatic manager

- Strong grasp of the overall digital marketing ecosystem and the role that paid social and programmatic play within
- Experience with or significant exposure to paid or organic search marketing
- An in depth understanding of ad tech and emerging technologies
- Sound knowledge of internet advertising (paid search, display, audio/radio, FB fan pages)
- Vision for the future of the digital ad economy
- A rigorously analytical and metrics driven approach to problem solving