



Example of Programmatic Marketing Manager Job Description

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

- Develop and manage strategy to promote inter-regional marketing initiatives
- Establish a programmatic marketing roadmap for all agreed upon goals and tactics – measure self and team on milestones and completion of activities and programs
- Liaise with global teams to ensure awareness of programmatic marketing initiatives
- Build strategic annual plans to be presented and shared across global teams
- Direct line management of 4 colleagues
- Support brand teams and eCommerce account managers in end-to-end orchestration of digital marketing campaigns, across assigned categories and brands – and across key campaign states (strategic planning, design, execution, measurement)
- Document learnings and educate broader organization as a “player coach” on precision marketing tactics to reinforce data-drive culture
- Work directly with brand leaders and eCommerce account managers to identify business goals and marketing objectives for brands assigned as key input into digital campaign strategy
- Co-develop with brand teams and account managers potential digital / precision marketing use cases across assigned brands to accomplish business goals and marketing objectives (including eCommerce demand generation

- Coordinate with Digital Data and Analytics resources to refine suggested test & learn agenda, key KPIs and performance targets to define campaign success and drive learning

Qualifications for programmatic marketing manager

- EMEA digital marketing experience
- Experience with or significant exposure to paid or organic search and/or social marketing
- International marketing experience, particularly in Asia
- Manage team of programmatic campaign managers, dedicated to supporting local EMEA campaigns and initiatives
- Consolidate and surface desired future partnerships (for example, PMPs) to our "Marketplace &
- Provide ongoing feedback on the performance of existing partners