



## Programmatic Specialist

The Programmatic Advisory are looking for a programmatic specialist to join our growing team. This role will require an individual who is able to understand how best to evaluate, implement and execute client's campaigns within market leading DSPs. Due to the non-conflicted nature of our business, the media will always be transacted through the client's or their service providers platforms, so the successful candidate should have the ability to educate the client on best in market practices and review existing setups to make tangible positive recommendations.

The role will be working alongside the Client Partners on a variety of projects to ensure we are achieving the client's goals. The role will require a motivated and passionate individual, who is happy to get involved and solve challenges.

### Responsibilities

- Support client partners during projects to ensure deliverables are achieved to a high standard and within the agreed timelines.
- Provide actionable recommendations to clients by deep diving into DSPs to evaluate programmatic campaign set up and performance against KPIs and industry best practice.
- Support implementation of recommended programmatic strategy against custom campaign frameworks for clients.
- Support technology RFI and RFP processes for advertisers.
- Upskill new programmatic specialists and traders which may not sit within The Programmatic Advisory business.
- Responsible for keeping up to date with programmatic industry trends and best practices by regularly meeting suppliers, writing articles, blogs or whitepapers.
- Hire and train teams of programmatic specialists and traders into client organisations.

### Requirements

#### Essential

- Minimum 2 years agency experience working hands on with market leading DSPs (DV360, Amazon, The Trade Desk, Appnexus etc.) optimising campaigns and managing media budgets of scale.
- In-depth knowledge of advertising and programmatic technology (Adservers, DMPs, SSPs, Tag Managers, DCO etc.), industry trends, consumer behaviour and best practices.
- Expertise in using reporting tools to develop meaningful measurement reports, analysis, insights and actionable recommendations.
- Excellent consulting, writing, presentation and communication skills.
- Positive attitude, detail and customer oriented with good multi-tasking and organisational ability.
- Fluency in English.

#### Desired

- Relevant degree
- Ad Ops experience



## **About The Programmatic Advisory**

The Programmatic Advisory provides non-conflicted advice on how programmatic can deliver and exceed business goals for advertisers, technology companies and publishers. We do this through what we call 'expertise consulting'.

Every business has a challenge they are trying to solve for – we take these challenges and create custom solutions and deliverables to overcome them. We are with our clients every step of the way from ideation through to implementation.

The Programmatic Advisory started in September 2016 and are currently based in London.

All employees receive:

- Unlimited holiday
- Flexible working hours
- Gym membership
- Phone allowance
- Quarterly team parties
- Customised personal development program

Other benefits:

- A non-compromised approach to optimal programmatic
- Working with the industries programmatic leaders