



## Programmatic Trading Consultant

The Programmatic Advisory are looking to hire our first programmatic trading consultant. This role will require an individual who is able to understand, implement and execute client's campaigns within market leading DSPs. Due to the nature of our business, the media will always be transacted through the client's DSP, so the successful candidate will have the ability to be platform agnostic with their approach and confident to deliver and educate on best in market trading.

The role will be working alongside the Client Partner to define and 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

- Work with clients to forecast and determine budgets of programmatic campaign
- Correctly implement programmatic strategy against custom campaign frameworks for clients (line item architecture, brand safety, inventory targeting, 3<sup>rd</sup> party overlays etc.)
- Continually optimise the campaigns against campaign KPI's using agile trading mentality to constantly adapt and test
- Accountable for performance of all client's programmatic investment
- Responsible for both optimising and educating on pacing and performance
- Upskill new traders which may not sit within The Programmatic Advisory business
- Hire and train a team of Junior Trading Consultants
- Hire and train teams of Traders into client organisations
- Work with third party inventory and data partners to ensure clients get the most appropriate access through programmatic
- Run DSP Requirement building and Request For Proposal processes for advertisers

### Requirements

#### Essential

- 2+ years optimising campaigns within programmatic technologies
- Has worked on campaigns which deliver against; CPA, CPCV, Viewability and Cost-Per-Download
- Has built sophisticated retargeting programs using dynamic creative software (adserver or other)
- Can coherently articulate the different types of technology used within a programmatic tech stack setup and how they work together
- Understands the tracking differences between browsers and devices, experience delivering across Mobile, Video and Desktop.
- Confident in reporting, visualising and giving insight into programmatic performance

#### Desired

- Ad Ops experience
- Experience on: DBM, The Trade Desk, Tube Mogul or Appnexus



- Exposure to multiple reporting tools (Google Analytics, Doubleclick Campaign Manager, DC Storm etc.)

### **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 London based with plans to expand to New York in January 2018.

All employees receive:

- Unlimited holiday
- Flexible working hours
- Gym membership
- Phone allowance
- Quarterly team parties
- Enrolment on our 'Learn To Code' program
- Customised personal development program

Other benefits

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