Role: Programmatic Specialist

We are seeking an experienced programmatic professional who can leverage their skillset to drive additional value to our current team. This role will partner with an experienced group of programmatic experts focused on maximizing value across all facets of programmatic.

This role combines individual and collaborative projects working with a team of Digital Specialists, Engineers, Manager and Director. The role reports directly to the Director.

Qualified candidates will have +2 years of programmatic advertising technology experience with a focus and expertise in data monetization.

Location: London

What you'll be working on:

- Creating, owning and optimizing a data strategy that ensures we're maximizing the value of our inventory in the open exchange while protecting user privacy
- Driving programmatic data efforts and launching new initiatives with ad tech partnerships and platforms
- Developing, analyzing and communicating the impact of data focused initiatives and building a roadmap to drive future growth
- Partnering with our PMP sales expert to maximize the value of our offering with programmatic data efforts
- Evaluating audience segments to understand and recommend specific user experience and revenue optimizations
- Developing a strategy for each client to fit their individual needs and provide reasoning for each decision made in platform

Requirements:

- 2+ years of programmatic ad tech experience with a focus on data initiatives and optimizations
- Experience working with multiple DMP's and DSP's
- A passion for understanding and communicating trends in performance
- Goal oriented and motivated by contributing to improving business performance
- Excellent written and verbal communication skills
- Highly proficient with Excel (Lookups, Array Formula, Conditional Logic)
- Proficiency in common data platforms, including Google Analytics, Google DFP, Google BigQuery and SQL