

Trading Desk

Programmatic Trading Exec

Want to work for an advertising agency that has seen significant growth in 2020 and help look after fantastic clients and their display campaigns? At Tomorrow, we are looking for a Programmatic Manager to join our Trading Team. This role will work holistically across programmatic campaigns, providing support in executing key campaign deliverables across digital display media.

Advertising agency, Tomorrow, is currently looking for a Programmatic Manager to join our growing team. The role entails operational implementation, bespoke reporting and delivering campaign insight for the Trading Team who look after display media campaigns for our clients. The ideal candidate will have strong analytical, writing, communication and comprehension skills and be proactive in their approach towards work.

As the junior member of the trading team, the role will have a long-term view to take on the responsibility of trading across programmatic accounts. This role will provide the ideal foundation for those looking to start a career in trading and programmatic technologies.

Tomorrow has grown quickly in 2020 with significant account wins across entertainment, retail and gaming. This role will look after some large clients who operate multiple campaigns, across multiple products in over 10 countries. This is a diverse role that requires someone who is adept at handling large data sets, is highly organised and is happy to work closely with the Trading Team and various Account Teams to deliver an outstanding service to our clients.

You will sit within the performance teams in the agency from our office in SW London and we offer flexible working so as to adhere to all government guidelines.

Responsibilities

- Creative trafficking in ad server environments; spanning video, static, and tailored rich media formats
- Ensuring that creatives meet the required specifications and exporting tags into buying platforms
- Ensuring that campaign tagging architecture is consistent and follows TTH's programmatic methodology
- Ad-hoc reporting to help discover key campaign insights – this requires a good understanding of Excel or equivalent
- Regular reporting to ensure campaigns are meeting key KPIs and determined budget allocations

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- Handling daily campaign maintenance to ensure campaigns are delivering against their performance goals
- Troubleshoot any delivery issues on all pre-live and in-flight campaigns
- Help to construct insight presentations through the analysis of campaign data, and delivery of graphs and tables.

The Candidate

- Minimum 18 months experience managing DSPs
- Degree level education
- Proficiency in Microsoft Office solutions – particularly Excel
- Strong analytical thinking, mathematical skills, and attention to detail
- Excellent communication and writing skills
- Ability to organize and manage detailed work

Salary and Package:

- Competitive salary
- 25 days holiday
- Flexible start/finish times
- Brilliant, fun and ambitious team within a growing business - a really exciting place to develop a career within performance marketing

Want to work for a growing advertising agency with more than 40 colleagues amidst an environment where you can learn and thrive? Want to progress your career in programmatic advertising?

We want to hear from you.