

Programmatic Campaign Manager

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Company: Mediabrands

Location: Belgium

Category: computer-and-mathematical

Position Summary

Within Kinesso, become an expert in assigned platform(s), and mastering the nuances and best practices of campaign setup, execution, and optimization options. Being constantly up to date of the media landscape & its changes. Develop a functional understanding of digital capabilities, internal tools, and our client business.

Report to Head of Programmatic.

Key Responsibilities

CAMPAIGN MANAGEMENT

Implement, execute and guide campaigns through their entire lifecycle. Administrative campaign setup and follow up in our tools. Leverage data and insights from multiple platforms and planning/forecasting tools within DSPs to inform campaign recommendations, budgets, bid strategies, and performance. Understand how to translate media objectives and strategies into programmatic campaign recommendations and strategies across multiple platforms. Generate reports on a regular basis, ensuring proper campaign delivery and performance. Analyze campaign data & optimize towards maximum performance. Be the thought leader in digital media optimization. In-depth reporting of campaign results to clients. Analyse reports and gather insights and lessons learned. Keep an overview of client investment by keeping an impeccable administration.

COLLABORATION

Constructive collaboration within and cross department in gathering and sharing information on latest evolutions, campaigns. Work hand in hand with the Head of Programmatic, as well as

Tactical Planners and Account Managers in order to maximize the client strategy True team work within the Kinesso team

Desired Skills & Experience

DO YOU HAVE...

A lot of experience in digital media, with a passion for Programmatic. In-depth knowledge of Programmatic, scheduling tools and trends across DSP's. Pro-active actionable person : think, propose & do. Problem solving attitude. High quality standards: strong analytical and result-oriented mindset. Excellent analytical and qualitative skills with the ability to understand complex systems and processes. Stress resistant and able to prioritize for self and others. Empathic qualities : Knows how to deal with a variety of people and clients under stress. Excellent technical skills & tools use. True team player because that is what we are. Trilinguality is the cherry on the cake (NL/FR/ENG).

At Kinesso, we believe in the power of connection – connected data, connected identity, and connected ecosystems. In a marketing and advertising world held back by disconnections, we build open and flexible solutions that play well with others and solve real marketing problems for brands and agencies. We do it with our market-leading identity and patented technologies, creating solutions that are responsible to people and that perform for brands. Matterkind is the company within Kinesso focused on activating addressable marketing. Matterkind's approach is to put the audience at the forefront of everything we do, creating marketing that is relevant for people while still delivering results for brands. This is something Matterkind calls conscious marketing, and we believe it should be the only kind of marketing. We also believe you can be conscious and kind while delivering outcomes, which is why we create intentional, high-performance marketing that delivers guaranteed outcomes and results without risk.

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