Title: Director of Ad Ops/Director of Programmatic Trading

Location: NYC, San Francisco, Remote

Supervisor: VP of Operations

Start Date: June 1st, 2022

Description:
As Director of Ad Ops/Director of Programmatic Trading you will oversee a team of traders responsible for executing high-performing, efficient, margin-conscious and error-free digital ad campaigns end-to-end. This role sits within the Customer Experience Department and you will report directly to the VP of Operations. You will be responsible for setting team and individual goals, influencing/partnering cross-department to ensure your team has the tools needed to successfully accomplish their goals and building strategic SOPs that align with company initiatives.

Responsibilities:

- Lead Emodo’s in-house managed service team of media traders/buyers
- Oversee the continued development of team, including hiring programmatic experts, managing the onboarding process and fostering continuous improvement
- Act as the team’s central point of trading expertise and escalation to address problems as they arise in a professional manner
- Ensure flawless execution of campaign delivery and optimizations - develop the processes and protocols to enable this both internally with the team and via support of external teams/ad tech
- Partner closely with internal Sales, Product Strategy and Account Management teams to build pre-sales materials and guidelines to enable the booking of high-performing campaigns that are well-matched with Emodo’s product offering
- Keep senior leadership and external teams updated on campaign performance to raise awareness and promote transparency
- Partake in the selection and vetting process for new tech vendors

Qualifications and Requirements:

- 7+ years of experience in programmatic campaign management in DSPs, Paid Social Platforms, and/or Display Media
- 3+ years experience directly managing & mentoring individuals
- Strong ability to problem-solve and think critically, attention to detail and data curiosity
- Hands-on-keyboard experience in multiple DSPs and ad servers
- Extensive knowledge of the programmatic supply chain
- Exceptional written and verbal communication skills
- Experience presenting to executive levels of the organization