

Global Job Title: Programmatic Trading Specialist

Job Family: BBC Global News, Ad Sales, APAC

Location: Singapore

Reporting to: Head of Programmatic Trading APAC

Grade : 2

The Company

Working for BBC Global News, you will have the opportunity to represent some of the world's biggest, most trusted and most loved media brands. As the largest news organisation on the planet, BBC World News and BBC.com have a presence like no other, enjoying greater audiences, respect and virility on social media than any other global news brand. Our extended portfolio includes powerful global brands such as BBC World Service Languages, BBCGoodFood.com and TopGear.com, and it is through these we now offer brands the opportunity to build integrated, content-led campaigns across all our audience touch points, including digital, broadcast, social and events.

The BBC's data & programmatic offerings have enjoyed substantial growth in recent years and the launch of new products and services have enabled brands to access the BBC's digital audiences in new and highly targeted ways.

The role of *Programmatic Trading Specialist* is based in the Singapore office of BBC Global News at Springleaf Tower, Anson Road.

The role is a permanent, full time role and may involve some regional travel

Purpose of the Role

A key contributor to the delivery of Programmatic advertising deals and revenue across Singapore, Hong Kong, Japan, Australia, India & China, the *Programmatic Trading Specialist*:

- Is responsible for the implementation and delivery of Programmatic Direct deals (Private Marketplace and Programmatic Guaranteed) across the APAC region, reporting into the Head of Programmatic Trading APAC
- Operate as a Programmatic subject matter expert for the Ad Sales teams in the region to enable them to successfully sell and operate Programmatic deals
- Develop close working relationships with the global Programmatic community within BBC Global News in order to operate the Programmatic business in line with global policy, BBC strategy and best practice.
- Assists and supports the Head of Programmatic Trading APAC in all aspects of managing the APAC Programmatic business as directed
- Develop and maintain close relationships with tech partners in Singapore to enable smooth operations with external stakeholders, as directed by the Head of Programmatic Trading APAC

Accountabilities

1. Programmatic Sales

- Liaise with Ad Sales teams in Singapore, Hong Kong, India, China, Japan to support all Programmatic sales efforts to market
- Attend buyer meetings as determined by the Ad Sales teams to advise on technical aspects of the Programmatic process
- Coordinate with buyers in market for campaign requirements
- Manage rate offers to Ad Sales teams in line with agreed policy as determined by the Head of Programmatic Trading APAC
- Develop close working relationships with the Sales VPs, Regional Directors and sales teams to ensure they are fully supported across all Programmatic needs

2. Programmatic Implementation

- Manage end to end implementation of all Programmatic Direct deals directly with buyers in agencies and trading desks
- Ensure technical compliance is in place for the smooth delivery of all PD deals
- Check creative assets in set-up phase and communicate with buyers as necessary
- Act as the initial point of escalation for any platform or product queries from the Sales teams and their buyers
- Coordinate with Pricing & Inventory, Ad Ops and Planning teams as required across PG deals

3. Programmatic Delivery

- Optimize campaign delivery with Sales teams and buyers
- Manage all PD campaign tracking and reporting, including campaign delivery troubleshooting, working directly with buyers and Sales teams as required
- Update Sales teams on the delivery and completion status of PD deals as required in line with guidance from the Head of Programmatic Trading APAC
- Track yield and revenues for PD deals in line with guidance from the Head of Programmatic Trading APAC as required

Experience & Requirements

- 2+ years in digital media (publisher, agency, tech vendor, trading desk)
- Ideally educated to degree level or equivalent
- Comfortable speaking & writing in English.
- Sound understanding of digital media & terminology
- Comfortable working independently and as part of broader sales operation.
- Comfortable building effective relationships across a global business.
- Capable of building strong customer relationships in different territories across region
- Strong Excel skills and comfortable working with large sets of data.
- Strong analytical skills, and able to extract, interpret and communicate the story from within large sets of data.
- Positive, flexible approach to work, which may involve calls after-hours into overseas' offices.
- Experience with media agencies, tech vendors and trading desks will be advantageous.