

Programmatic Trading Manager, EMEA

Global Job Title: Programmatic Trading Manager

Job Family: Sales

Location: London

Reporting to: Programmatic Trading Director EMEA

Purpose of the role

Responsible for delivery of programmatic advertising revenues across the portfolio of BBC sites represented by BBC Advertising in EMEA

Accountabilities

Reports into SVP EMEA

Ongoing communication with Pricing and Inventory, Regional Sales leads and their teams.

Translating and communicating product and vendor updates

Deal negotiation and closing with agencies and trading desks (PMP, RTB) across the UK media landscape and in other EMEA territories as each market develops.

Reporting deal progress, pricing, success and challenges on a weekly basis to line management

Working in tandem with technical team to enable ease of deal provision as well as maintaining the quality of the advertising network

Liaising with sales, account management, ad technology and product teams, and have external exposure to media agencies, trading desks, networks and platforms (DMPs, DSPs)

Optimising revenue

Staying abreast of industry developments, acting as an ambassador for BBC Advertising, attending industry events and representing at key trade bodies as required

Providing best practice guidelines on campaign and customer management

Sharing knowledge of both direct and programmatic sales channels, minimising channel conflict.

Scope & Impact

Success in this role depends on building trading relationships with the key agency trading desks, media agencies, trading desks, networks and platforms (DMPs, DSPs)

Measured by revenue delivery against defined revenue and yield targets

Quality of communication and relationship internally is critical not just in driving programmatic revenues but in protecting existing yields, revenues and relationships.

A critical component in the development of the BBC's digital offering and sales strategy, providing insight to assist decisions about the direction of our business.

Relationships

<i>Trading Desks/External customers</i>	<i>Daily</i>
<i>Regional Sales Leads/Teams</i>	<i>Daily/Weekly</i>
<i>Ad Technology</i>	<i>Daily/Weekly</i>
<i>Pricing and Inventory</i>	<i>Daily</i>
<i>BBC Advertising Leadership</i>	<i>Ad hoc</i>
<i>BBC.com product team</i>	<i>Regular</i>
<i>Technology Providers</i>	<i>Ad hoc</i>

Knowledge & Skills and Professional Experience

<i>Proven experience of advertising technology, platform and solutions - ideally in the RTB/programmatic space.</i>	<i>Essential</i>
<i>Understanding of the ad tech ecosystem</i>	<i>Essential</i>
<i>In-depth knowledge of digital display advertising</i>	<i>Essential</i>
<i>Solid understanding of audience segmentation and targeting</i>	<i>Essential</i>
<i>Experience working with agency trading desks</i>	<i>Desirable</i>
<i>International business practices</i>	<i>Desirable</i>
<i>Vertical sectors e.g. Finance, Autos, Travel</i>	<i>Desirable</i>
<i>Account and Opportunity Management techniques</i>	<i>Desirable</i>
<i>Sales & Closing Techniques –DIPADA, AIDA</i>	<i>Desirable</i>
<i>Negotiating Skills</i>	<i>Essential</i>
<i>Competition knowledge – news and digital</i>	<i>Desirable</i>
<i>IT Literacy – Microsoft Suite and Google tools</i>	<i>Essential</i>

Leadership Behaviours

Proactively sharing insight on trends, challenges, successes with the wider sales organisation