**Position Description**

|  |  |  |
| --- | --- | --- |
| Job Title:  | Programmatic Advertising Associate |   |
| Reports to:  | Group Manager - Programmatic  |  |
| Division:  | Foxtel Media |  |
| Department:  | NSW Digital Ops & Systems |  |
|  |  |  |
| **Direct reports** |
| N/A |

|  |
| --- |
| **Your impact** |
| As a key member of the Digital Ad Operations team, you will assist in the execution, management and optimization of programmatic ad campaigns across our inventory. This role is ideal for someone who is eager to start or advance their career in programmatic advertising and gain hands-on experience in the rapidly growing CTV space |

|  |
| --- |
| **Your responsibilities** |

* Assist in the setup, execution and monitoring of programmatic campaigns
* Ensure accurate and timely implementation of campaign requirements
* Support the Programmatic Operations Specialist in optimizing campaigns to meet performance goals
* Monitor and analyze campaign performance metrics, identifying trends and areas for improvement
* Generate regular reports on campaign performance, highlighting key insights and recommendations
* Assist in the development of post-campaign analysis and reporting
* Work closely with the sales, account management and product teams to support campaign objectives and deliverables
* Communicate effectively with internal teams to provide updates on campaign performance and address any issues
* Coordinate with third-party vendors and partners for campaign execution and troubleshooting
* Learn and utilize programmatic supply platforms and tools (e.g., Google Ad Manager, Magnite, Pubmatic, Ad Exchange, Microsoft Advertising and others).
* Assist in troubleshooting technical issues related to campaign delivery and ad serving
* Stay informed about the latest trends and technologies in the programmatic and CTV advertising space

|  |
| --- |
| **Your experience and capability** |
|  |

Essential

* Bachelor’s degree in Marketing, Advertising, Business, or a related field
* 1-2 years of experience in digital advertising or marketing, preferably with some exposure to programmatic advertising
* Basic understanding of the programmatic ecosystem, including DSP, SSP and Ad Exchanges
* Proficiency in using Microsoft Excel and other data analysis tools
* Strong analytical skills with the ability to interpret data and generate insights
* Excellent communication and interpersonal skills
* Detail-oriented with a high level of accuracy in work
* Ability to manage multiple tasks and prioritize effectively

Desirable

* Experience with programmatic platforms (e.g., The Trade Desk, Google DV360) is a plus.
* Familiarity with ad serving platforms and technologies (e.g., VAST, VPAID) is beneficial.
* Basic knowledge of audience measurement and attribution in the CTV space.

We are looking for a talented and driven individual who is not only passionate, knowledgeable and excited about the digital space, but also has a great combination of technical and administrative flair. They would bring energy and enthusiasm into a young team and be a part of a fast growing company.

|  |
| --- |
| **Your Stakeholders**  |
|  |

**Key Internal Stakeholders**:

* Sales Team
* Partnership Team
* Technology and Product Team
* Inventory Team
* Ad Operations & Programmatic Team

**Key External Stakeholders:**

* Agencies
* Advertisers
* 3rd Party Tech Vendors
* Channel Partners

|  |
| --- |
|  |
| **Our purpose and values**  |
| Our purpose is to bring home Australia’s most valued entertainment experience. To help us achieve this, we have a set of values to guide how we behave and operate as a business, as a team, and as individuals: **Customer First:** We put our customer relationships first. We think customer in every decision.  **Own It:** We take on the responsibility to bring home the best value.  **Authentic:** We give people a fair go and talk straight.  **Change the Game:** We make Foxtel different, better and special.  **Win Together:** We love being the underdog that wins. Together we are an unstoppable team.  |