



## **Programmatic Media Director**

As our Programmatic Media Director, we're looking to build a strong and long-lasting relationship with someone to help us grow one of the only B2B dedicated programmatic media specialists in Europe.

True was founded in 2012 with the aim to be recognised as the world's best B2B advertising agency – enabling our clients to out-perform their category competitors using brand power rather than spending power. Since then, we have actively set best industry practice and won 42 international awards including the Grand Prix at the B2B Awards and Best Use of Creative twice in the last four years. You can see some of our work at [trueagency.com](http://trueagency.com)

We are the London office of BBN, the world's largest B2B agency network. BBN was established in 1989 and, today, our footprint includes offices throughout Europe and the world from Australia to the USA across 40 locations, 300 clients, in 23 different business sectors.

### **What you'll love doing:**

Establishing the agency's programmatic offering:

1. Campaign execution and optimisation
2. Presenting the agency's programmatic capabilities to clients
3. Helping grow us to grow our media offering and building a team

Hands-on campaign management and considerations include:

- Utilise your commercial competencies, analytics and optimisation skills: Being involved in all stages of complex campaigns; from pre-campaign planning, implementation and testing, to optimisation, recommendations and post-campaign analytics for key client accounts.
  - Omnichannel approach across display, rich media, mobile, native, audio, video, connection TV, etc.
  - Across-device targeting
  - Providing media plans to clients with buying strategies, and the rationale behind these
  - Inventory: Contracts with all the appropriate (B2B) SSPs in all key markets
  - Knowledge of B2B publishers and negotiation skills for PMPs
  - Providing weekly report + optimisation rationale + recommendations
  - Ability to juggle 1st, 2nd and 3rd party data, as well as create PMPs
  - Endlessly test different audiences by measuring scale, performance, A/B testing and by always mixing them and testing them out

- Liaising with clients, and internally with Account Managers, Planners and Creatives
- Managing client's brand safety
- Commercial understanding: Balancing campaigns for margin, performance and client satisfaction
- Capable of simplifying complexities to clients, as well as being skilled in presenting and pitching to clients

### **What's expected:**

- Minimum of 5 years' relevant experience in programmatic trading from an agency, trading desk or DSP
- Experience working with both branding and performance advertisers
- Practical and questioning approach, willing to innovate and challenge the status quo
- Strong written and verbal communication skills with the ability to articulate key insights clearly
- Strong problem-solving skills, ability to work flexibly, autonomously and take ownership for resolution
- Ability to build good relationships and networks and PMPs, and leverage these to achieve campaign and business objectives
- Robust knowledge of data providers
- Experience of running B2B campaigns preferred

### **What we can offer you:**

Great range of employee benefits including:

- 25 days annual leave
- Monthly creative allowance
- Investment in personal learning and development
- Subsidised gym membership
- Childcare voucher scheme
- A mattress....speak to us to find out more!

### **About True**

We're a B2B agency changing the game – redefining the way that brands engage consumers by creating compelling stories and experiences that attract and resonate across an ever-evolving landscape. Our work pushes past boundaries and channels. It wins awards – B2B Marketing's headline Grand Prix award and Best Use of Creative. But most importantly, it makes an impact for our clients and their customers and makes us excited to step through the door each morning.