



MEDIA NATION

- Position:** • **Programmatic Manager**
- Location:** • **Toronto**
- Salary:** • **Commensurate with qualifications and experience**
- Hours of Work:** • **40 hours per week. Overtime as required**

About us:

Media Nation is a progressive and innovative online media company. We represent over 200 Canadian women sites, a publisher of 4 sites, and our social amplification and programmatic platform with 1st party Canadian data.

About you:

The ideal candidate will have a proven track record of leadership, thrives on innovation, building strong teams and client relationships.

Responsibilities:

- Lead our agency trade desk partnership relationship, product training and client sales support
- Capable of day to day trade desk responsibilities at all levels: sales strategy, trading, optimization, weekly reporting, billing, trafficking, aderving, etc.
- Develop strategy for our CPA campaigns
- Develop with senior management-desk DMP, DCO, and attribution model for CPA deals
- New vendor liaison, deal ID's and product expert
- Agency marketing support collateral and product white papers
- Client Billing and Management revenue tracking

Qualifications:

- 5-10 years' digital media experience with some levels of supervisory experience
- Worked with a major RTB platform at all levels of implementation and optimization
- Driven and organized self-starter, with excellent planning skills and minimal supervision
- Strong communication and interpersonal skills; ability to develop professional relationships with our advertisers and various internal stakeholders
- Ability to accommodate evolving responsibilities and last-minute changes and excels in a fast paced environment with highly-interactive processes
- Strong attention to detail and highly organized
- Ability to think critically; Analytical skills in assessing success of digital initiatives
- Superb solutions-oriented problem solver
- Honest, reliable and hardworking

