

Senior Programmatic Executive

The Company

A boutique full, service digital agency located in the vibrant, area of Old Street spearheaded by a fantastic management team of digital experts. The culture is open and transparent; everyone is involved at all levels creating the best learning environment, leading to their success in creativity and campaign excellence.

Reporting to Performance Director and Senior Team, the Senior Programmatic Executive's main tasks are to oversee quality assurance (Display and Social) across all assigned client accounts and ensure the campaigns are delivering the best results possible, drive new ideas and opportunities to expand the activity, and provide hands-on operational & technical support where required.

Creative innovation from campaign concepts, advertising units to targeting will be at the centre of the role. Productivity will be based on commercial uptake from clients on presented ideas.

The SAM will also be the day to day client contact, responsible for answering general questions, planning the media campaigns, taking the client through the campaign results, and ensuring the client is kept up to date with industry developments. For the remainder of the clients, the Senior Performance Manager alongside Account Executives will run operations.

Key Responsibilities

- Campaign excellence

- Become an expert in your client's business and fully understand their digital marketing objectives
- Provide ideas for account growth and seek opportunities to help your clients out-perform their competition
- Identify opportunities to develop Chalk Global's business in other parts of the client's organisation as opportunities arise. In particular, assisting in new business pitch documents and marketing material including case studies and blog posts.
- Provide client service excellence across all assigned clients by ensuring client expectations are managed and met and through building strong relationships

- Operations

- Ensure quality, timely and profitable delivery of all work for your clients through effective relationships with team members and overseeing all operational activities
- Review the results and reports for each campaign weekly to understand where the new opportunities lie and discuss with the Account Manager and Account Executives
- Oversee the budget management and pacing as well as results of all assigned campaigns
- Assist in troubleshooting campaign and technical issues including tracking

- Liaise with creative team from concept through to design and build. QA creative files to ensure compatibility with ad-serving specifications.
- Develop a clear understanding of how Chalk Global's tech stack can address client challenges
- Active involvement in tech development to ensure Chalk Global's stack is evolving to the needs of the client

Requirements

To be considered for this position you will need to have 1-year experience across Display campaigns. Client Service experience is a must with a focus on innovation.

- Good knowledge of digital advertising infrastructure (ad-serving, ad-networks, exchanges, SSPs, DSPs).
- Experience setting up, optimizing and troubleshooting display campaigns
- A knowledge of how to set up PMPs, create pixels and tracking
- Basic understanding of other digital media channels, such as PPC, Paid Social, Video, Native
- Understanding of analytics software (eg. GA) and tracking/attribution platforms
- Proficiency with MS Office applications, with advanced MS Excel experience
- Strong organisational skills in order to keep on top of all actions across the various client accounts
- Able to thrive as an expert in a fast paced and collaborative environment
- Must possess a passion for problem solving, an eye for detail, patience and the ability to multitask
- Motivated by developing strong relationships (internally and externally)

Chalk Global benefits include weekly food budget, beer fridge Fridays, team building days, birthday lie ins and sporadic treats. To encourage a good work life balance the office closes at 4pm on Fridays.

Chalk Global values incorporate Accountability, Candidness and Transparency both internally and externally. Passionate about the company culture and team growth, monthly employee reviews include personal developments plans to ensure the team are unlocking their potential.