



Realtime Agency – Programmatic Account Manager

Who are Realtime Agency:

We are a next-generation digital performance media agency. With advancing programmatic technology we now have the ability to optimize the customer journey all the way from initial TV buy through to online purchase. We help businesses transform their digital buying processes to drive cost efficiency and significant growth by providing a new age full funnel media solution.

At the forefront of digital advertising we plan and execute media across audio, search, social, mobile, programmatic (Addressable TV, CTV, DOOH), native, display, SMS and email. Whether the campaign objective is driving brand awareness, lead generation or new customer sales we pride ourselves in being the best at what we do to help our clients succeed, no matter how big or small the goal.

In just 2.5 years, working with the largest brands in the world, Realtime Agency has grown its managed media spend from 30 million in 2020 to 100 million in 2021. Our growth is organic and down to significantly outperforming our client goals through performance and brand expertise. We continue to evolve in order to align with the trends and maintain our status as a front running full-funnel media agency.

Founded only in 2017, Realtime Agency has grown rapidly from 2 people in 2018 to 60 people in 2020! With many new clients on the horizon this is an exciting time to join us on our ambitious journey.

Programmatic Account Manager responsibilities:

- Manage client on a day-to-day basis
- Present weekly decks to clients explaining results and new tests/strategies
- Work with the client services team and vendors to create media plans to help accomplish campaign objectives
- Maintain bulletproof organisation of client spend, budgets, naming conventions, and account structure
- Drive execution in our tech stack to ensure maximum potential is reached for client performance
- Develop expertise in the use of Verizon Media DSP, The Trade Desk, Xandr Invest, and Google Marketing Platform to execute various buys

- Drive new ideas and execution to improve performance of social campaigns including account structure, platform, bid strategy, ad format, targeting, demographics, keyword expansion, landing page optimization
- Execute tests, collect and analyze data, identify trends and insights to maximize performance
- Collaborate with other marketing teams to create unified, cross-channel campaigns
- Track, report and analyze website analytics and campaigns
- Manage campaign expenses, staying on budget, estimating monthly costs and reconciling discrepancies
- Identify and present new opportunities/areas of growth that will help continue the development of the paid channels.

Qualifications:

- Passionate about performance
- 3+ years of programmatic experience, agency experience preferable.
- Proven track record of success with programmatic campaigns.
- Demonstrated ability to manage multiple accounts and projects simultaneously to meet objectives/key deadlines.
- Outstanding data handling and analytical skills.
- Excellent written and verbal communication skills.
- Working knowledge of Microsoft office products, especially PowerPoint and Excel.
- Well-organized and flexible; able to move from project to project without delay.
- Ability to work independently and as a member of a team.
- A passion for Digital Marketing and learning!

What we can offer you:

- Exposure to a start-up environment and high profile clients.
- Bespoke 1-2-1 training across multiple platforms.
- Fast progression routes as the company continues to rapidly grow.
- An Excellent Bonus scheme!
- The opportunity to one day build and lead your own team.
- A constantly challenging role.
- A fun, friendly working environment!