



Brave digital. Expertly done.

# Junior Programmatic Executive Job Description

Display

Greenlight Digital Ltd

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# The home of **GREENLIGHT**

From dynamic working, on-site physiotherapy, 25 days' holiday entitlement, private medical insurance to ongoing training programmes and much more, we do our best to ensure everyone is able to work in a supportive, fun and engaging workspace that encourages growth and development.

## WHAT WE DO



## Job specification

Title: Junior Programmatic Executive

## Job purpose

In this role, you'll be responsible for supporting the strategy and trading operation of the Display team. You'll mainly support with reporting, campaign analysis and ad operation tasks such as creative trafficking, campaign monitoring in DSPs and, where required, implementing identified campaign optimisations.

Reporting into the Senior Display Strategist, who you'll mainly be collaborating with, you'll also work closely with the Programmatic Trading Manager, Head of Display, and the Data team to ensure Greenlight Digital's Programmatic Display offering is performance-driven, innovative, and integrated.

You'll be working on clients such as GAP, New Balance, Secret Sales, Azimo, ROXi, Mishcon de Reya, Rajapack Group, and many others.

## Role & responsibility

- Analyse and report performance from dashboards and health checks with associated weekly commentaries
- Conduct historical (weekly/monthly) campaign performance analysis to help make informed decisions with support from the rest of the Display team
- Campaign set-up of programmatic buys in DSPs, with in-console monitoring of campaign pacing and performance against agreed-upon KPIs
- Set bid strategies, monitor performance, and identify and implement optimisations
- Provide proactive recommendations and program insights
- Deliver actionable audience and optimisation-based insights at agreed upon frequency
- Build campaigns in ad server and traffic creatives as per agreed campaign architecture (in consultation with the Programmatic Trading Manager)

## **Behaviours we're looking for**

- You'll have an innate curiosity and a willingness to share ideas, thoughts and insights with your team and around the business
- You'll be energetic, enthusiastic, determined and proactive
- You'll have a respect for others' point of view
- You'll possess excellent communication skills and work well with different departments across the business
- You'll be process driven and demonstrate an ability to embed best practice across your work output
- You'll be forward thinking and encourage the team to develop the programmatic display offering into a best in class service

## **Qualification & skills requirements**

- 6-12 months in active display media planning and digital campaign management with experience managing client budgets. Performance-focused campaign experience is preferred
- Strong analytical skills and the ability to relate results to client business objectives
- Intermediate to advanced Excel skills
- Experience working with site analytics, ad servers and attribution tools
- Experience of working with market-leading Programmatic platforms like DV360, TubeMogul, The Trade Desk, Avocet, TabMo, Teads, etc.
- Experience of trafficking or Ad Ops understanding is a plus
- Campaign Manager and DV360 Certification would be a plus but not a requirement
- Strong communication skills in all disciplines including written, oral, email and presentation
- Must be able to prioritise tasks in a fast-paced environment along with the ability to accept interruptions as part of the routine
- You're capable of hands on problem-solving, with the ability to generate ideas and solutions

# What you'll get

Our people make us who we are, so to make sure we attract and retain the best and brightest in the industry, we offer an attractive benefits package. Of course, we offer the usual perks you would expect from a leading agency (stylish office, tick! Pool table, tick! Friday beers, tick! Daily breakfast and fruit, tick!). But not only that, there's a whole host of benefits – from discounted gym memberships and free eye tests to an employee pension scheme and enhanced maternity, paternity and adoption package. Here's a snapshot of just some of the benefits we think you might also like:

- **Dynamic working:** To keep that work-life harmony in check, we're flexible on where and when you work
- **Above-statutory employer's pension contribution:** It matters, so we make sure it's done properly (4% contribution)
- **Private medical insurance:** To keep you fighting fit and give you and your family peace of mind
- **Life assurance and income protection:** We know it feels good to be covered, just in case
- **Wellness initiatives:** Be it mental, gut, or financial wellbeing, there's a different theme every month
- **Yoga classes:** Keeping you stretching, to stop you getting overstretched! We have three virtual classes a week with our normally in-house yoga instructor
- **Mindfulness sessions:** To teach you stress-busting, headspace-increasing techniques



# Manifesto

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We're a company of committed and curious people.

A group of diverse and expert minds, who understand that brands need to delight and reward if they're going to earn the right to talk with people.

So, we refuse to get by on '*best practice*'. We don't see the point in phrases like '*user needs*'.

Instead, we get to what people actually *want*.

We work with people who also trust their instincts and are just as bold with their vision as we are. People who know that to get noticed, you have to be different.

For us, it's all about marrying data with creativity, backed by bulletproof technology. A blend of hard logic with the kind of ideas that hit you with crystal clarity in the middle of the night.

Not head or heart. Both.

## Our values

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If it doesn't feel right, we speak out.

We act on our curiosity,  
and question things



The devil's in it.

So, we keep our eyes on it.



## Brands we've worked with

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The electronics specialist  
**maplin**

**ebay**

 **HarperCollins.**

**ghd**  
good hair day, every day

**Bright House**

  
**new balance**

 **Electrolux**

**LAURA  
ASHLEY**

THE  
BRITISH  
HOME  
STORE

 **HURTIGRUTEN**

**BURTON  
MENSWEAR**  
L O N D O N

**MASTER of MALT**  
*keeping you in fine spirits since 1985*

  
**HISCOX**

*Rapha.*

**SIEMENS**

**Currys** 

極度乾燥(しなさい)  
**Superdry.**

  
**MILLENNIUM  
HOTEL**



**Carphone Warehouse**

VICTORIA BECKHAM

**FOOTASYLIUM** 

**LIBERTY**  
LONDON

**mbna**

**BBC**

FURNITURE  
*Village*

 **wex**  
photographic

  
**EURONICS**

  
**Legal &  
General**

  
**32Red**

# Our story

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Greenlight has lived and breathed digital since 2001, when we started as three people in an old North London print shop. Today, we're a full-service digital and commerce agency made up of 170 people, with a reputation for producing integrated, transformational strategies across the entire digital space.

We're still run by the very same people who set us up, and we're proud to be independent. It means we can move more quickly, boldly and effectively.

Our approach is data-led, and 100% audience focused, which allows us to solve problems in the most impactful and measurably effective way for our clients. Of course, all this would mean nothing without our incredible staff. Our teams are made up of some of the most skilled, passionate, and inquisitive minds in the industry. People who really care about making a difference, and who our clients genuinely enjoy working with.

It's this focus and passion that's seen us deliver innovative work for brands such as ghd, Dixons Carphone, Superdry, Furniture Village, and eBay in over 30 countries.

We're the people that grow our clients' business, by putting their customers first.

And with over 140 nominations and awards under our belts, we think we must be doing something right.