# Job Description

## PROGRAMMATIC SALES EXECUTIVE

<table>
<thead>
<tr>
<th><strong>Department</strong></th>
<th>Commercial, Guardian Australia</th>
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<tbody>
<tr>
<td><strong>Reports to</strong></td>
<td>Victorian Sales Manager</td>
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<tr>
<td><strong>Normal location</strong></td>
<td>Melbourne</td>
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<tr>
<td><strong>Terms and conditions</strong></td>
<td>Permanent, full-time</td>
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<tr>
<td><strong>Purpose of the role</strong></td>
<td>To support the Melbourne sales team in generating revenue from programmatic trading</td>
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### Key responsibilities and accountabilities

- Maximise programmatic revenue in Melbourne
- Develop and nurture strong close working relationships with agency trading desks
- Support Melbourne sales team by providing a programmatic view of opportunities across the Guardian
- Work with Commercial Technology Manager to ensure Guardian Australia’s programmatic offering meets the needs of the market
- Work with technology providers (SSP’s/DMP’s) and Commercial Technology Manager to ensure there are no barriers to the running of smooth campaigns
- Analyse Open Market Exchange bidding data with a view to upselling clients into PMP deals
- Educate the Melbourne media agency market on the need for PMP and Automated Gtd deals in order to maximise yield and revenue for the Guardian
- Work with Commercial Technology Manager and Pricing & Yield Manager in order to maximise yield and STR through manipulation of floor prices
- Be in regular contact with the Guardian UK programmatic team to ensure Guardian Australia are up-to-date with the latest developments

**Key contacts and relationships (internal and external)**

Internal - Victorian Sales Manager, National Sales Director, Commercial Technology Manager, Commercial Operations Director, Pricing and Yield Manager, sales teams, UK and US programmatic team

External - Agency trading desks, tech stack partners

**PERSON SPECIFICATION**

**Knowledge and experience**

- Previous programmatic technical operations experience preferred
- Strong knowledge of current issues in programmatic trading
- Knowledge of digital media systems and tools (i.e. ad servers, attribution, tagging, ad verification)
- Understanding of the online advertising industry/eco-system including RTB, DSPs and behavioral targeting data providers
- Interest in developing a deeper knowledge of data-driven approaches to digital advertising
- Sales experience an advantage
- Understanding of the editorial integrity of the Guardian
- A strong interest in, and understanding of the Guardian brand

**Skills / behaviours**

- Analytical, problem solving and critical thinking skills
- Strong communication and interpersonal skills
- Good level of digital media knowledge, its infrastructure and key players
- Effective time management skills - ability to prioritise and meet deadlines
- Able to work independently and collaboratively as part of a small team
- Highly organised with a strong attention to detail
- High energy self starter with a ‘can-do’ attitude
- Excellent presentation skills
- Delivery focussed and ability to find creative solutions to problems
- Verbal reasoning skills
- Capable of working quickly in a fast changing environment
- IT skills (Office, Mac, Gmail, and Google products)

This job description is a guide to the work you will initially be required to undertake. It summarises the main aspects of the job but does not cover all the duties that the job holder may have to perform. It may be changed from time to time to meet changing circumstances. It does not form part of your contract of employment and as your experience grows, you will be expected to broaden your tasks, suggest improvements, solve problems and enhance the effectiveness of the role.