

Programmatic Campaign Manager - Nike

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Company: Mediabrands

Location: Netherlands

Category: computer-and-mathematical

NIKE Inc. is the world's leading designer, marketer, NIKE Inc. is the world's leading designer, marketer, and distributor of authentic athletic footwear, apparel, equipment, and accessories. Founded by Bill Bowerman and Phil Knight in 1972, Nike has grown over the last 50 years into one of the most valuable, most loved and most emulated brands in the world, singular in its ability to create cultural conversation within the world of sports and fashion and far beyond. Nike's mission is to bring inspiration and innovation to every athlete* in the world; a mission expressed every day through product design, digital and physical retail consumer experiences, and brand communications.

Initiative is Nike's and Jordan brands newly-appointed media agency of record for EMEA, responsible for strategy, integrated media planning and activation, measurement, and data & technology services across 34 countries. Kinesso partners with Initiative to create best in class solutions for Nike.

Partnering with Nike is an extraordinary opportunity requiring extraordinary talent. Our vision is to build the best integrated team connecting brand and performance to deliver best in class outcomes. The Nike Initiative EMEA team will be a highly diverse team, attracting the sharpest emerging and established media experts across all disciplines in the industry. With the chance to grow and do great work people all over the region will see, admire, and respond to.

Key Responsibilities

Media Plan Implementation and Campaign Management

Ensure all media plan requirements are correctly implemented in DSP consoles.

Ability to oversee the execution of planned campaigns to ensure the highest standards are in line with set objectives

Track, measure, and analyze early post launch campaign activities and resolve delivery and performance problems related to set up and technical issues.

Ongoing optimization of multi-channel campaigns to ensure client goals are met

Liaise with the agency account leads and clients directly to discuss current campaign optimization plans and recommendations.

Work with wider Campaign Management team to build strategic optimisation framework and testing framework to deliver outstanding result

Business and Team Development

Full support of career progression of more junior team members supporting them in growth and development and training in role

Monitor programmatic campaigns KPIs to foresee any potential up weights

Propose to test new technologies, data, and betas to deliver innovations

Ability to effectively explain reason behind performance changes and recommend course of actions for key stakeholders

Have an excellent understanding all elements of Matterkind applications and product offerings

Key Requirements

Experience with account management

Solid understanding of digital advertising concepts and terms.

Strong understanding of ad networks, exchanges and/or auction marketplaces.

Prior experience with trafficking digital ad campaigns in an ad server or DSP.

Ability to troubleshoot and familiarity with ad-server interface.

Familiarity with creative testing, media formats and internet technologies.

Excellent client service approach and ability to multitask with great attention to detail.

Fundamental knowledge of ad targeting methodologies.

Ability to work collaboratively as part of a cross-functional team.

Any advertising agency, ad network or publisher experience preferred.

We are Mediabrands!

IPG Mediabrands is the media holding company of, among others, UM, Initiative, Kinesso, Yune & Magna, offering services such as media strategy, research, planning, procurement, creation, activation, and design. Alongside 450 colleagues, we strive to surprise and challenge brands and marketers. The emphasis on our growth culture is evident through traineeships for our young professionals, development programs, and a culture of continuous learning.

Our people are the heart of our company. We are a company of Challengers, focused on collaboration as one family. Diversity strengthens us, and we aim for an inclusive culture where equal opportunities take center stage. Regardless of age, disability, race, gender, sexual orientation, or any other legally protected characteristic, we invite all applicants to be part of our team. We believe in a workplace where everyone can thrive, and we encourage diverse talent to join our team. We are 'The House of Challengers!'

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