

JOB DESCRIPTION & AD: Senior Programmatic Ad Operations Manager

Job Title: Paid Social & Programmatic Ad Operations Specialist
Location: Los Angeles, California
Start Date: Immediately
Apply: Send whatever you think represents you the best - cover letters, resumes, stories, case studies, photos and/or work products – to jobs@socialreality.com

Company Description

Social Reality is a fast growing advertising technology company. Social Reality's various technology divisions connect advertisers with audiences across the whole spectrum of digital media, and content creator across digital publishing and new media influencers with advertisers. If you're interested in working at the intersection of media, content publishing, advertising and technology at a rapidly scaling company, then Social Reality is the right place for you.

Candidate Description

If you're not awesome, we're not interested.

This is what awesome means:

- You know your way around an ad server and DSP better than anyone. You dream in media plans and targeted audiences. You can optimize creatives against audiences while juggling fire and crocheting a quilt.
- You're the best at what you do. You've never met anyone better. And you'd bet your life on that.
- You excel at stuff outside of work. You might run marathons, volunteer like crazy, ride a motorcycle cross country, free dive, sky dive, write novels, beat video games in a single sitting, and generally be smart, motivated and driven. But you don't sacrifice work for lifestyle. You love your work so your work is supreme.
- You're fun to be around. You're interesting. You've done some really cool stuff and you like talking about it.

Job Description

This position is a buy side operations and programmatic media role with a heavy focus on paid social. You should be an expert at buying on Facebook, Instagram, Twitter and LinkedIn. You will work closely with the client services team, ad operations team and tech team on setting up the execution of buys and optimizing those buys. You will be responsible for assisting with client proposals (strategy and tactic recommendations), and the execution of campaign strategies and tactics across desktop, mobile, native and social. This role is three parts communication, operations, and technical execution.

Qualifications

- ✓ Must have programmatic buying experience and strong knowledge of DSP technology to execute programmatic buys
- ✓ Analytics, data driven decision maker
- ✓ Excellent problem solver
- ✓ Ability to complete tasks and see things through without direction
- ✓ Must be an independent thinker and highly creative in digital media buying and optimization
- ✓ Strong experience in translating media plans into buying strategies and tactics
- ✓ Strong analytics skills
- ✓ Strong experience in Facebook required
- ✓ Knowledge of desktop display, mobile display, native and video buying platforms a huge plus
- ✓ Strong understanding of creative variation vendors and creative platforms a plus
- ✓ Familiarity with data targeting and location targeting vendors preferred
- ✓ Strong experience in various attribution platforms and systems