

# JOB DESCRIPTION

ROLE: PROGRAMMATIC SOLUTIONS MANAGER

LOCATION: LONDON



## ABOUT US\_

At Talon, we provide our clients with world class service, technology, and collaboration to create exceptional OOH campaigns that deliver measurable results.

In our first 10 years, our desire to offer intelligent, creative, technology-led OOH solutions and a full-service OOH offering saw us grow into a team of over 450 people located in key cities across the globe.

We're passionate about OOH and are on a mission to drive the growth of this sector within the media industry – changing perceptions of it as a legacy medium to one that is highly effective, creative, sustainable, and measurable for our clients.

## OUR VALUES AND HOW WE WORK TOGETHER\_

WE ARE BOLD_	WE ARE HUMAN_	WE ARE SMART_
<p>As industry provocateurs and pioneers, we respectfully challenge the status quo, take pride in our people, big ideas and partnerships</p> <ul style="list-style-type: none"><li>• We embrace change</li><li>• We challenge respectfully</li><li>• We lead the way</li></ul>	<p>We are a diverse collective of changemakers who value respect, fairness, and integrity and expect the same in return</p> <ul style="list-style-type: none"><li>• We value collaboration and togetherness</li><li>• We are empathetic</li><li>• We embrace individuality</li></ul>	<p>Our trailblazing spirit and learning centric culture ensures our knowledge provides maximum value to each other and our clients</p> <ul style="list-style-type: none"><li>• We grow and learn</li><li>• We are trusted</li><li>• We are mission possible</li></ul>

## THE ROLE\_

OOH is currently at the epicentre of digital transformation and this position will play a crucial role in moving Talon and the industry forward into becoming a truly omnichannel medium. With the vast majority of the UK ad market being traded programmatically, there is an opportunity for Talon to establish itself as the market leader for intelligent OOH activation and access incremental budgets which help to grow the medium. This role will make an important contribution to this revenue growth by establishing best-in-class programmatic trading standards, campaign performance and communication to our clients to grow existing and support new programmatic spends.

## RESPONSIBILITIES AND RELATIONSHIPS\_

- Lead on the trading & setup of programmatic campaigns
- Ensure optimal & full delivery of campaigns
- Proactively troubleshoot and communicate solutions both internally and externally
- Develop best-in-class internal operating practices
- Support Client and Business Directors on programmatic pitches, PCAs and QBRs where relevant
- Champion & demonstrate the capabilities of Talon's proprietary products (Atlas & Ada) both internally and externally
- Work closely with product and development to direct technological advancements at Talon
- Build external relationships with key activation leads within agencies
- Work closely with chosen DSP partners to curate and traffic inventory for campaigns
- Work closely with chosen SSP partners to understand where technologies can be complimentary
- Take the lead on resolving client/campaign issues as and when they arise

Talon is an equal opportunities employer. We celebrate diversity and are committed to creating an inclusive environment where all individuals can thrive. We seek to employ and develop a workforce representative of the markets that we serve and brands that we represent.

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- Identify opportunities for upweights and work with Client & Business Directors to secure incremental revenues
- Ensure rebooking of campaigns via impeccable performance and delivery
- Attend industry events to understand the full programmatic ecosystem and opportunities for business growth
- Work with Chief Programmatic Officer to establish best practices for growing team

### WORKING HABITS AND CORE SKILLS\_

- Sound knowledge of Talon's proprietary data and technology offering
- An understanding of the programmatic online and OOH landscapes
- Excellent interpersonal, communication, and presentation skills
- Strong understanding of the media landscape and an understanding of marketing and media objectives
- Highly organised and proven ability to deliver excellent client service
- A proactive self-starter with an appetite to develop
- Ability to read performance beyond surface KPIs
- Ability to prioritise workload effectively and work efficiently to execute tasks accordingly
- A trusted senior-level client campaign partner
- A solution-oriented mindset is a must for this role

### YOUR EXPERIENCE AND QUALIFICATIONS\_

- Proven ability to setup, traffic and trade campaigns with the greatest level of care and attention
- Track record of hitting client & business KPIs consistently
- Deep understanding of the programmatic ecosystem (omnichannel knowledge is preferred)
- First class relationship management skills with the ability to communicate across all levels both internally and externally
- Experience of working in multiple DSPs/SSPs is preferred
- 3+ years of programmatic trading experience preferred

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### BENEFITS INCLUDE

<b>Pension</b>	Enhanced maternity/paternity/shared parental pay
<b>Life Assurance</b>	25 days annual leave, increasing every year by 1 day up to a maximum of 30 days
<b>Permanent Health Insurance</b>	Birthday Leave
<b>Private Medical and Dental cover</b>	Voluntary/Charity leave
<b>Access to private GP appointments</b>	Feel Good Allowance
<b>Smarter Working (hybrid working, flexible working hours, work from anywhere for 2 weeks of the year and an early Friday finish!)</b>	Summer Fridays
<b>Eye Care Vouchers</b>	Monthly Massages
<b>Season Ticket Loan</b>	Cycle to Work Scheme
<b>Home set up allowance</b>	Training allowance

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