

KEY ROLES

FOR SELF-SERVE DIGITAL MEDIA BUYING

Not sure who you need on your team to run a self-serve programmatic platform? Whether it is one person that delegates all responsibilities or a team that fills individual responsibilities, below are a few key roles needed to successfully manage a self-service digital media buying strategy.



CREATIVE DESIGNER

RESPONSIBLE FOR:

- Develop creative elements for campaigns
- Build ads and landing pages
- Modify creative based on campaign performance
- Assist with placing tracking and conversion tags

NECESSARY SKILLS:

- Eye for design and advertising elements
- Asset management
- Knowledge of design and illustration softwares

RESPONSIBLE FOR:

- Develop campaign strategy and target audience
- Set up and optimization of campaigns
- Traffic creative elements and conversion tags
- Make changes based on campaign performance

NECESSARY SKILLS:

- Knowledge of programmatic space and capabilities
- Understand dynamic pricing and campaign metrics
- Comfortable with platform operation and campaign management



CAMPAIGN MANAGER
(OR MEDIA TRADER)

RESPONSIBLE FOR:

- Accounts Receivable (A/R) and Accounts Payable (A/P)
- Invoice creation for clients' ad campaigns

NECESSARY SKILLS:

- Typically a member of accounting or finance team
- Understanding of billing and invoicing processes



BILLING LEAD

RESPONSIBLE FOR:

- Examine campaign performance reporting
- Recognize campaign performance opportunities
- Compile campaign reporting into client-facing materials

NECESSARY SKILLS:

- Comfortable with analyzing campaign performance data
- Understand how data can solve customer challenges



DATA ANALYST
(OPTIONAL)