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

**CAMPAIGN MANAGER (OR MEDIA TRADER)**

**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

**BILLING LEAD**

**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

**DATA ANALYST (OPTIONAL)**

**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