

Display Account Director

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Company: Artefact

Location: London

Category: other-general

Display Account Director

Who we are

Artefact is a new generation of a data service provider, specialising in data consulting and data-driven digital marketing, dedicated to transforming data into business impact across the entire value chain of organisations. We are proud to say we're enjoying skyrocketing growth.

Our broad range of data-driven solutions in data consulting and digital marketing are designed to meet our clients' specific needs, always conceived with a business-centric approach and delivered with tangible results. Our data-driven services are built upon the deep AI expertise we've acquired with our 1000+ client base around the globe.

We have over 1400 employees across 20 offices who are focused on accelerating digital transformation. Thanks to a unique mix of company assets: State of the art data technologies, lean AI agile methodologies for fast delivery, and cohesive teams of the finest business consultants, data analysts, data scientists, data engineers, and digital experts, all dedicated to bringing extra value to every client.

Reports to

Head of Display

Role purpose

We're looking for an energetic and ambitious Display Account Director to work with us on some of the biggest names in Travel. You'll be responsible for millions in ad spend and will be instrumental in creating media plans & developing innovative strategies to drive client

growth. You will be joining a collaborative team with a great culture and will be working with trusted clients of over 7 years. Leading on a renowned client you will be supported by the Head of Display and the rest of the team. This role will give you the opportunity to share your knowledge, developing the display team and contributing greatly to the growth of the channel.

Main responsibilities

Display strategy

Work with the Head of Display to build a strong and innovative display advertising offering

Support overseeing programmatic display campaigns execution, optimisation and management

Support with investment and strategy planning across the programmatic activity

Design testing frameworks making sure to follow best practices and test the latest features, technologies and partners to bring added value

Provide display advertising consultancy and training for clients

Maximise the value of the display advertising we produce by advising clients on best practices across reporting, measurement and attribution

Support with the development of display business reviews, cross-sells and pitch material

Be proactive in feeding back good results, data trends, case studies, discovered techniques and tools to the Head of Display and colleagues

Support with the development of processes, automation and best practices across the display department and the wider agency team

Lead internal training sessions and external webinars on Programmatic Display and Video Advertising

Client & People management

Be able to demonstrate good communication skills and possess the ability to converse well with other team members and clients in a clear, understandable way

Demonstrate a strong work ethic, with a positive and flexible attitude, with the ability to

work independently and as part of a team

Have the ability to lead and develop people through training and by setting an example

Supporting with the development of other members of the team

Good time management and organisational skills

Analytical Skills & Tools

Advanced knowledge in Programmatic DSPs: Display & Video 360 (DV360) is a must

Advanced knowledge in Ad Serving: Campaign Manager (CM360) is a must

Good understanding of GA360, GA4 and other products of the GMP suit

Experience working with Programmatic Display Partners and other DSPs

Experience managing large budgets using budget trackers and applying automation via Supermetrics or equivalent

Have an analytical mind and possess problem solving skills

Be a creative thinker and possess excellent attention to detail

Skills required

Experience: The ideal candidate will:

Have a minimum of 5 years' experience in a programmatic role

Understanding of the travel vertical preferred

Demonstrate previous experience in planning large programmatic campaigns

Experience managing Account Managers/Executives and supporting with their development

Advanced user knowledge of Excel

Excellent communication skills

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