

JOB DESCRIPTION: (JUNIOR) PROGRAMMATIC BUYING UNIT TRADER

Service Area: The Exchange

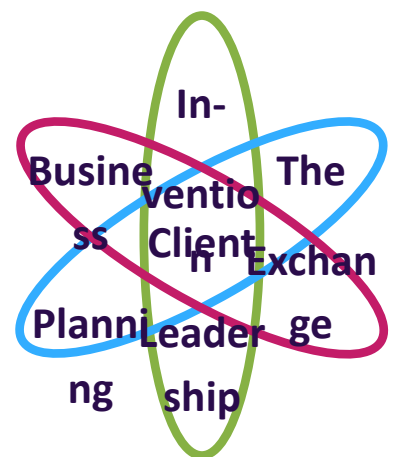
Reports to: PBU Manager

Company Overview

Mindshare is a next generation marketing services agency with media at its heart. We believe brands aren't simply driven by an idea or ideals. A brand's value is driven through a series of exchanges with people. We use insights and analytics to map this value exchange and to design a growth strategy. We infuse this strategy with creativity to invent communications ideas. We action these ideas via our robust global network of 103 offices in 80 countries. Mindshare is part of GroupM, the leading global media investment management operation that serves as the parent company to WPP media agencies including MAXUS, Mediacom, Wavemaker and Mindshare.

Our Structure

Mindshare aims to be the lead business partner for advertisers by offering marketing services dedicated to developing fully integrated, media-neutral business solutions for clients. The core idea is to move beyond the realm of media solutions to create competitive advantage for our clients. To this end, Mindshare is composed out of four integrated, collaborative groups: *Client Leadership*; *Business Planning*; *Invention* and *The Exchange*.



Service Area The Exchange

The Exchange group is the engine room where we make it all happen, bringing the Invention ideas to life and turning the output of Business Planning and Client Leadership into executable media plans. The Exchange drives creativity and innovation throughout implementation and trading, thereby making outstanding strategy and ideas a cost-efficient consumer reality for our clients. This groups consists out of specialists within all possible communication channels with as main areas TV, Radio, Digital, Print and Outdoor. They are responsible for the implementation of all campaigns and sitting in the agency.

Job Overview

The PBU Trader is responsible for the programmatic campaigns (audio, display, video, native including mobile but excluding SEA and Social). He will play an active role in the digital team inside Mindshare and will collaborate closely with the PBU Manager. Thinker and doer, he will be responsible of strategies, recommendations and programmatic campaign operations on platforms such as DV 360 (Google), Appnexus, AdForm or The Trade Desk. To make his choices, (s)he will have access to the Trusted Marketplace (TM) of GroupM and to all data vendors active on the market. At his core, GroupM has developed its owned DMP [m]INSIGHTS and the PBU Trader will have to leverage it and connect the

dots with our client programmatic activities. He will also play an active role in the GroupM programmatic community including people from GroupM (Xaxis), Maxus and Wavemaker. Finally, as Brand to Demand becomes more and more important and as we are developing our e-retail offer he will play an active role for all e-com and shoppable buying related solutions.

Key Responsibilities and Accountabilities

- Representative of Mindshare for all paid programmatic questions
- Manages the programmatic campaigns (Audio, display, video, native including mobile) and helps to grow the business with supervision of the Head of PBU
- Fields of Tasks:
 - Platform specialist (DV 360, AppNexus, AdForm, The Trade Desk, etc.)
 - Deals set up and Trusted Market Place management
 - Third party, first party and second party data use and recommendation
 - Campaign set up and optimization (always on and waves)
 - Analytics (Data extraction / Understanding / Analysis)
 - Monitor the campaigns in terms of pacing, brand safety, Outcomes, ... and optimize across all inventory, deals and technologies
 - Troubleshoot possible issues on campaigns, deals, creatives, ...
 - Provide reports and analysis on campaign delivery and performance, and share actionable insights with clients
 - Passionate about Digital marketing, new technologies and innovation in online media
 - Represent Mindshare and his clients to the market
 - Monitor and update clients (externally or internally) on the effectiveness of campaigns
 - Can participate to client meetings
 - Advice Client Managers and Digital Managers of opportunities and special issues
 - Ensure a strong position on marketplaces and delivers day to day optimizations to reach perfect results
 - Active participant in new business efforts where applicable
 - Active stimulant in improving agency climate (positivism, professionalism and can-do mentality)

Job Skills & Requirements

- Master or Bachelor level in marketing, digital innovation or any business-related studies
- Entry level
- Experience in digital marketing is a plus
- Curious, motivated, team player
- You don't like the "status quo" and you can bring or transmit creativity
- Ease of use of analytic tools (such as Google Analytics) is a plus
- You have natural interest in mobile marketing
- You're always alert at new opportunities offered by the market
- You can estimate threats and opportunities
- You're curious and you want to stay up to date with the evolution of your industry
- You're organized and you can be multitasking

- A naturally positive attitude, focusing on the solution rather than the problem
- Passionate about media, marketing and new technologies
- Excellent verbal and written communication skills in French, English and/or Dutch
- Ability to maintain a high level of productivity and manage multiple tasks

Offer

- Unlimited & Full-time contract (CDI)
- Flexible work arrangements
- Competitive salary and employee privileges
- Continuous learning and training within GroupM's network
- Team and networking events
- Fresh fruits and drinks