

Digital Media Trader

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Company: Procter & Gamble

Location: Cincinnati

Category: other-general

Job Location

Cincinnati

Job Description

The Digital Media Trader plays a crucial role in Home Care's media operations. As a Digital Media Trader Manager, you will:

- Lead digital media execution across a variety of programmatic and social advertising platforms

- Analyze large data sets across various platforms to deliver actionable insights to media partners and business managers

- Collaborate with internal partners like Media Planners, Analytics & Insights Managers and Brand Managers to develop best-in-class digital media campaigns

- Collaborate with external partners like media platforms and publishers to source the best inventory and tactics for the campaigns you manage

- Work alongside external media operations teams for ad serving, campaign measurement and billing

The ideal candidate:

- Approaches their work with a data-based mindset and a high level of curiosity around their day-to-day responsibilities

Possesses an outstanding attention to detail, and can stay organized across a wide set of priorities

Exhibits exceptional written and verbal communication skills, and can professionally convey key insights and recommendations to stakeholders across the company

Thrives in problem solving scenarios, knowing how to comprehensively tackle any challenge that comes their way

Exhibits strong time management skills and understands the importance of due dates and deadlines

Job Qualifications

Bachelor's Degree in business, marketing, advertising, IT or related fields

0-3 years experience managing campaigns in digital advertising platforms or DSPs

Experience executing CTV/OTT focused campaigns

Experience in data analytics in ad platforms, Google Analytics or similar reporting dashboards

Quantifiable track record of success in previous media experience

Proficiency in Microsoft suite of products, especially Excel

Starting Salary Range ~~\$85-\$115K~~

Compensation for roles at P&G varies depending on a wide array of non-discriminatory factors including but not limited to the specific office location, role, degree/credentials, relevant skill set, and level of relevant experience. At P&G compensation decisions are dependent on the facts and circumstances of each case. Total Rewards at P&G include salary + bonus (if applicable) + benefits. Your recruiter may be able to share more about our total rewards offerings and the specific salary range for the relevant location(s) during the hiring process.

All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, protected veteran status, disability status, age, sexual orientation, gender identity and expression, marital status, citizenship, HIV/AIDS status or any other legally

protected factor.

Immigration sponsorship is not available for this role. As a general matter, Procter & Gamble does not sponsor candidates for nonimmigrant visas or permanent residency. However, Procter & Gamble may make exceptions on a discretionary basis. Any exceptions would be based on the Company's specific business needs at the time and place of recruitment as well as the particular qualifications of the individual.

Procter & Gamble participates in e-verify as required by law.

Qualified individuals will not be disadvantaged based on being unemployed.

Job Schedule

Full time

Job Number

R000100744

Job Segmentation

Experienced Professionals (Job Segmentation)

Starting Pay / Salary Range

\$0.00 /

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