



## **SCALE MARKETING TRADING MANAGER:**

Scale Marketing is excited to grow our Digital team. The Trading Manager position is at the heart of Scale's digital business, providing a unique link between strategy and executions. This position will have the opportunity to work collaboratively with Leadership, Client Services (and Clients), Data Analytics and operations teams. The successful candidate will be empowered to directly plan, strategize, build, execute, analyze, and optimize digital media campaigns across a diverse portfolio of business and platforms. This employee will be exposed to multiple areas of media including media mix modeling, data analysis, traditional media planning/buying (TV, Radio, Print, etc.), social media teams, programmatic trading, and be a key leader of a fast-growing team.

### JOB RESPONSIBILITIES

- **Manage all trading activities (DSP + Social platforms) with technical excellence for campaign structure, optimization, and troubleshooting**
- Exhibit thought leadership with all clients and constantly present new ideas, POVs, and recommendations to grow trading team's proficiency
- Create operational excellence across pacing, performance, and eliminate/catch any potential errors
- Lead, manage, and grow team of traders
- Subject Matter Expert for all ad tech platforms (including paid social channels)
- Analyze data to inform future platform and audience + bidding recommendations/strategies
- Acts as channel expert for the team, having heavy communication with the marketplace and developing POVs (i.e. ad tech, programmatic, industry updates, etc.)
- Develop "Scale" and client-specific strategic approach for digital channels by delivering channel ideas and providing the link between historical performance and emerging opportunities
- Working with Strategy team to understand goals, address client needs, and communicate results and insights back to clients
- Develop and assist with New Business for agency

### QUALIFICATIONS

- 5+ years of Hands-On Digital Platform Experience
- Agency-side experience preferable
- Traditional media buying experience preferable
- Understanding of Mixed Media Strategy (How different mediums work together)
- DSP-certified across multiple DSPs (Adelphic, Yahoo, Stack Adapt, TTD, DV360, etc.)
- Google Ads, Bing expertise/certifications; Amazon a plus
- Google Analytics Expert (Attribution Modeling, Goal Configuration, etc.)
- Google Tag Manager Certification
- FB Blueprint Certified
- Strong mathematical and analytical skills are essential
- The ability to work with large datasets in Excel files and BI internal tools

- **A start-up mindset**
- Attention to detail and the proactive problem-solving mentality
- Strong communication skills and an ability to work both independently and contribute within a team environment
- Experience with DSP/SSP, PPC, and Social Media buying platforms preferred
- Alignment with Scale Marketing core values
- A can-do attitude to provide energy, drive and enthusiasm
- A dream to grow your career as the company scales

#### WHAT WE VALUE IN OUR PEOPLE

- Curiosity
- Honesty
- Integrity
- Respect for Peers and the Process
- Diversity and Inclusion
- Ego-less: We all pitch in where needed to get the job done.
- We Treat Our Clients Businesses Like They Are Our Own

#### BENEFITS & PERKS

- Comprehensive benefits package that includes health, vision, and dental insurance, with generous employer contribution
- Ongoing education & training
- Open office and casual work atmosphere
- Company sponsored events & team building experiences

#### **About Scale Marketing:**

Scale Marketing is a collective of professionals who bring unique business and media experience together to drive client success. We dive into our client's customer data and historic media buys to understand where a business has been and optimize strategy to bring it closer toward where the client wants to go. We buy media strategically and efficiently, and produce creative work designed to meet specific KPIs. With robust data and analytics expertise, Scale's job is never done – we are constantly testing, analyzing, updating, and optimizing based on how business flows. We attribute our success to the way we treat our clients and each other, and we are always looking for subject matter experts to join our team.

Proud to be awarded designation by *Crain's Chicago Business* as one of the 2021 Best Places to Work in Chicago.