



Head of Display

WN Talents

Job Overview

Location: Herzliya, Israel
Address: Израиль, Герцлия
Website: <https://talentsingames.com/>

Description

WN Talents is in search of the **Head of Display** for our client.

The company is dynamic and innovative specializing in **audio advertising**, poised to expand our reach into the realm of display advertising.

We are looking for a **Head of Display Advertising** who will be responsible for establishing and managing our display advertising activities.

This role requires exceptional expertise in both the business and technical aspects of display advertising, with a specific focus on Demand-Side Platforms (DSPs) and Supply-Side Platforms (SSPs).

Key Responsibilities:

- Strategy and Planning: ○ Develop a comprehensive GTM strategy for establishing and scaling the in-app display advertising activity. ○ Create short-term and long-term goals for revenue growth, market penetration, and operational efficiency.
- Operational Setup: ○ Establish and implement operational processes and workflows for the display advertising activity. ○ Build and manage relationships with key partners, including DSPs, SSPs, ad networks, and publishers.
- Campaign Management: ○ Oversee the execution of display advertising campaigns, ensuring they align with client objectives and KPIs. ○ Optimize campaigns based on performance data and industry best practices. ○ Partner with the sales and campaign management teams to ensure successful campaign execution.
- Technology Integration: ○ Evaluate, select, and integrate DSPs, SSPs, and other relevant technologies. ○ Stay informed about industry trends and advancements in display advertising technology.
- Analytics and Reporting: ○ Establish metrics and reporting frameworks to track the effectiveness of display advertising campaigns. ○ Provide regular performance reports and insights to stakeholders.

Requirements:

- Proven experience (minimum 3 years) in a hands-on role within the display advertising industry, with a focus on DSPs/SSPs.
- Exceptional understanding of display advertising technologies, platforms, and ecosystems. ● Demonstrated success in building and scaling advertising operations from scratch.
- Excellent analytical abilities with a data-driven approach to decision-making.

- Experience working in a fast-paced startup environment or within a digital advertising/ad-tech company.
- Proficiency in using analytics tools and platforms for campaign performance measurement. ● Strong network of relationships within the display advertising industry.
- Bachelor's degree in Business, Marketing, Advertising, or a related field (Master's degree preferred).
- Strong leadership skills with experience in managing and developing high-performing teams.

What we offer:

Hybrid work model (office|home).

Cool modern office in Herzliya.

All the necessary equipment.

Regular contract.

Last updated: 30.10.2024