



Publicis Healthcare Communications Group

Title:	Media Technology: Manager
Reports to:	INCLUDE DIRECT AND INDIRECT HERE
Location:	
Career Family & Level	MEDIA TECHNOLOGY; LEVEL B

About PHCG

Publicis Healthcare Communications Group (PHCG) is the largest healthcare communications network in the world. We are a division of Publicis Groupe S.A., the third largest advertising and media company, giving us unparalleled global reach.

PHCG manages top-tier agencies specializing in promoting innovative solutions in advertising, medical education, sales and marketing, digital, market access, and medical and scientific affairs. Our nearly 5,000 employees work to manage nearly 10 agency brands through 58 offices located in 11 countries.

In a constantly changing world, our goal is to create life-changing dialogue around health and wellness.

About Agency

Publicis Health Media (PHM) is the strategic media planning and buying agency within PHCG, and the only global media agency solely dedicated to the health and wellness space. Our mission is to define moments along the health journey, and equip people with the tools and communications they need to make healthy decisions.

PHM's core is made up of franchise and enterprise AOR relationships with some of the largest clients in the world. We also partner with PHCG and Groupe creative agencies to support large client brand assignments in health and wellness. By leveraging a centralized pool of health and wellness cross channel experts, we have the ability to drive business results for our clients worldwide.

Our core capabilities include:

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|---------------------------------------|-------------------------|
| Connections Planning | Paid and Organic Search |
| Business Intelligence and Performance | Programmatic Buying |
| Cross-channel planning and buying | Mobile |

Position Summary

The Media Technology Manager is responsible for overseeing the development and executional lifecycle of PHM's multichannel media ad campaigns. Expertise on internet technology, 3rd party ad serving (all channels), targeting, ad brand safety, viewability, and front end data is crucial. This role must balance time executing multichannel campaigns, measuring publisher performance (as it relates to tag health and media quality), and managing others in the Associate role. Additionally, this person will be responsible for keeping up-to-date with and evaluating new technologies, while using them to create and shape media campaign implementation and optimization strategies. We are looking for process-driven innovators with a passion for technology and a knack for working across teams, brands, and capabilities.

Key Responsibilities

Knowledge

- Understands various types of media programs and the ad technology landscape as a whole, especially third party ad servers (preferably Doubleclick), brand safety vendors, viewability measurement partners, IAB-driven standards, and DSP/SSP/DMP platforms.
- Experience in managing people and projects
- Advanced knowledge of internet technology
- Solid foundation of back-end tagging, including advanced custom floodlight variables, custom reports etc.

Internal: Operations, Tactics and Strategy

- Lead discussions and development of back-end technology for campaigns
- Lead & advise internal teams regarding advanced technology
- Provide guidance and leadership on campaign implementation
- Evaluate new technology and new vendors against current infrastructure or client needs
- Able to own and independently manage advanced technologies within campaigns
- Involved in internal advisory process regarding advanced technology strategy
- Participating in strategic technology discussions
- Serve as a resource for ad tech tool questions and trainings outside of Media team expertise
- Able to articulate all levels of technology to a variety of roles (from peers to managers) with different perspectives
- Provide relevant details and timeline information for “top line”/executive summary level status/problems on projects
- Focuses on productivity for technology implementation ensuring goals are met
- Accountability for overall team performance and on-time deliverables
- Gain understanding of past scope, and evaluate and recommend new approaches to scoping the work.
- Gain understanding of media processes and media project management, supply input and assist with updating/revising processes
- Provide feedback and guidance to team on time management
- Monitor employee bandwidth
- Ensure all day-to-day activities are running smoothly
- Facilitates technology status meetings

Client Relationship

- Attends client status calls, speaks to issues related to Media Technology with client and provides timely follow-up
- Manages technology deliverables and communications specs, program details and deadlines
- Maintain a relationship with the clients as the day-to-day point of contact for Media Technology (where necessary)
- Building professionalism via exposure to different types of business relationships (clients, senior level, peers)

Requirements

- Passion for technology
- Process-driven
- Detail-oriented
- Strong interpersonal skills
- Exhibits integrity and Trust
- Exhibits Self Development

- Adherence to agency procedures (on-time and accurate timesheets, GDPs, 360 feedback)

Education and Experience

- Bachelors degree required
- Experience strongly preferred