



JOB OFFER (M / F): HEAD OF TRADING DESK

Location: Tassin-la-Demi-Lune (15 minutes from the center of Lyon)

Contract: permanent - full time

Join Adthink

Adthink helps advertisers acquire prospects or customers online through a full range of performance advertising solutions.

Created in 2001, Adthink (ALADM) is listed on the Paris Stock Exchange (Euronext market).

We have the chance to work on an exciting media, in perpetual evolution. Considering the challenges that we have to face every day, we rely on a talented team and skills we have developed since 2001.

Our head office is located in Tassin-la-Demi-Lune (Lyon West), in the countryside, 15 minutes from downtown Lyon. We are also based in Paris, Geneva, Lisbon and Palo Alto.

Job Description

In order to support the growth of our business, we are looking for a Head of Trading Desk.

Placed under the responsibility of the General Manager, you will be in charge of the development of Adthink Trading Desk activity.

For that, your main missions will be articulated around 3 main axes:

Commercial and Strategy

- development of the Trading Desk offer (search and selection of DSP, etc.), in coordination with the Sales House,
- managing the relationship with key accounts,
- international representation of the Adthink Trading Desk entity,
- participation in the creation of commercial offers,
- monitoring market trends and evolutions via a permanent watch to enrich our programmatic offer (technologies, tools, algorithms), in cooperation with our innovation team.

Operational

- online publishing, performance monitoring, KPI analysis and optimization of display and programmatic campaigns, in line with objectives and margin rates,
- interface with internal (commercial teams, technical teams) and external (advertisers, intermediaries and agencies) contacts,
- weekly reporting of the activity and the evolution of these tools,
- billing management, implementation of a roadmap and participation and follow-up of the evolutions of our proprietary Adserver.

Management

- recruitment, management and development of media traders team dedicated to the implementation of display and programmatic campaigns (monitoring individual and collective performances, maintaining objectives, accounts assigning, training, etc.).

Required profile

With higher education and specialization in digital media, you have a similar experience of at least 5 years in the programmatic sector (DSP, SSP, Trading Desk).

As an experienced manager, you are autonomous, you like to make decisions, organize and develop your team.

Being open and flexible, you know how to evolve in a moving environment.

You have leadership skills, convictions, a good business sense and you are a result-oriented person.

Excellent knowledge of Top DSPs is required.

You have a keen sense of analyzing numbers.

You are comfortable with computer tools (Excel spreadsheets, internet) and statistics.

You speak English fluently and ideally master French.

Terms

- Position to be filled on permanent contract as soon as possible in Tassin la Demi-Lune (Lyon West).
- Salary to be established according to the profile.
- "Tickets restaurant", complementary health insurance and coverage of your expenses of transport.

If you want to raise this challenge, do not hesitate to send us your resume and cover letter to the address recrutement@adthink.com, to the attention of Emilie Jacquemoud-Collet, Human Resources coordinator.

Find all our offers on www.adthink.com.