

## **JOB OFFER (M / F): PUBLISHER MANAGER**

**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

We are recruiting a Publisher Manager, responsible for recruiting and maintaining a portfolio of publisher websites, blogs, mobile applications, etc., in France and abroad.

Today, 3,000 publishers trust Adthink to monetize their media.

As a Publisher Manager, your main missions will be:

- Recruitment of publisher sites, blogs and mobile applications with high added value (prospection, negotiation, establishing contracts)
- Monitoring and technical implementation of publisher sites advertising tag plan,
- Development of strong commercial relationships with a broad portfolio of publishers and mobile applications in order to increase the overall activity of the Sales House,
- Operational monitoring and reporting of the main websites and applications recruited and attributed to your portfolio,
- Execution and management of publisher anti-fraud devices developed by the Display Network in collaboration with the group's technical and legal department.
- Suggestion of internal commercial recommendations to the advertiser sales teams and the media trading team.
- Suggestion of innovative advertising formats to generate incremental revenues for publishers that Adthink will entrust you to manage.
- Active participation in activity reportings,
- Formulation and implementation of optimization strategies aimed at ensuring constant growth of your publisher portfolio.
- Constant monitoring of new publishers, formats and technologies of the market.

### Required profile

Driven by a passion for digital, you have a very strong commercial temperament and a very good purchase culture.

With higher education in marketing or a business school, you have at least 3 years of experience in an advertising agency or an affiliate platform.

You are passionate with the evolutions in online advertising market, and you are comfortable with the concepts of Ad Exchange, RTB, performance, SSP, DSP, retargeting, etc.

You demonstrate great autonomy, a keen sense of contact and a solid knowledge of our environment.

You speak fluently French and English.

### Terms

- Position to be filled on permanent contract as soon as possible in Tassin la Demi-Lune (Lyon West), with frequent trips.
- Salary to be established according to the profile, supplemented by a variable remuneration on objectives.
- "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](mailto:recrutement@adthink.com), to the attention of Emilie Jacquemoud-Collet, Human Resources coordinator.

Find all our offers on [www.adthink.com](http://www.adthink.com).