

GroupM | Product Manager

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Company: GroupM

Location: Sydney

Category: other-general

Description

Position at GroupM

About GroupM Nexus

GroupM Nexus is the world's leading global performance organisation that unites GroupM's global performance Talent & Technologies. Nexus unites GroupM Practices (search, social, programmatic, ad-ops, commerce) and Solutions (Finecast, Xaxis, Sightline and Goat) into a single unit. The global organisation will be underpinned by a new cross-channel performance platform, AI and international delivery hubs to set new benchmarks for innovation, effectiveness and efficiency for GroupM's agencies and clients. With +350 people across Brisbane, Sydney, Melbourne, and Adelaide, our primary purpose is to deliver unrivalled advantage to our clients, stakeholders, and people.

We have a clear vision for our business, to be responsible for shaping the next era of media where advertising works better for people. We believe that this spans how we make advertising work better for our people, our planet, our communities, and our clients.

Our Nexus mission statement is to place transformative technology at the centre of human experiences. We'll achieve this by connecting our technology, talent and thinking.

What is Nexus? GroupM's omni-channel performance engine delivering better business outcomes for clients and agencies.

What success looks like for GroupM Nexus Australia?

- Reinstating our position as the #1 holdco in Australia fuelled by new business growth.

Unlocking the Nexus value proposition is core to enabling this growth.

- Delivering unrivalled advantage to our clients and agencies - high agency and client satisfaction with award winning work

What does the end state look like? Imagine a world where there is strength in community:

- Connected technology that let's us engage with audiences across a complex customer journey, delivering better business outcomes for clients.
- Connected talent that let's our people unlock the bigger omni-channel opportunity with training/developing opportunities outside their current core competence.
- Connected thinking that lets us come together across different disciplines to share, connect and collaborate as one team Nexus.

As market leaders we work closely with our clients to develop a healthy, accountable, responsible and diverse ecosystem that enables data driven marketing at scale, and is mutually beneficial for all partners and the communities at large that we influence. For our people, we are driven by our proposition of offering fulfilling careers driven by intelligence, imagination and inclusion that help redefine the role of media in our daily lives.

We recently launched Nexus Connect, our ongoing commitment to our People. Our goal is to make Nexus the best place to work, learn and grow. We're passionate about learning & development, empowering our people with fantastic resources such as GroupM University and Career Navigator. Nexus Connect brings forth a bespoke mentoring program that connects our talent to leadership across all facets of the business. We've also embedded a 'Better for All' initiative to ensure GroupM Nexus attracts the most diverse and representative mix of talent where everyone feels welcome and has equal opportunity to grow.

Your role in a nutshell

The Product team is tasked with developing advanced digital advertising solutions in the Australian market by developing practical and effective media solutions for clients. The team is responsible for requirements gathering, investing in technology and data partnerships that advance capabilities for clients, as well as product development and maintenance of all solutions including, but not limited to, planning, buying, measurement, engineering and analytics.

As Product Manager, you will play a key role in the development and delivery of the product roadmap for advertising solutions.

You will be tasked with working on critical projects across major digital advertising channels,

working with all facets of the business to ensure timely, accurate delivery and development of client solutions. This will involve working very closely with our technology and data partners as well as developing best practice for pushing and optimizing our product set.

This role requires technical knowledge of the programmatic ecosystem, as well as a general understanding of client marketing challenges and objectives. You will be comfortable liaising with multiple stakeholders across GroupM and its agencies, tech vendors, publishers.

You will drive the localisation and adoption of the globally developed, Nexus suite of products and technology. You will grow your expertise across digital media channels such as Streaming / Advanced TV, Advanced OOH, Audio, Advanced Programmatic and more, along with hard skills such as data manipulation and interpretation.

The successful candidate will have a deep understanding of the programmatic ecosystem, will be technically proficient, detail oriented and comfortable with prioritisation.

This role will focus on

Delivering the product roadmap and adapting to client requirements as needed.

Creating best in class media capabilities for planning, buying and measurement across 100s of Australian brands and across all digital channels (i.e. display, audio, PDOOH, video, CTV, etc.), as well as omnichannel.

Formal requirements gathering process, including a consistent feedback loop for end users.

Localising the global product suite of technology in alignment with local client requirements.

Create distinctive capabilities for GroupM clients and agencies.

Constantly iterating and innovating existing solutions, to deliver new growth opportunities and enhanced offering.

Deliver projects in a timely and efficient manner, and clearly communicate project risks to relevant stakeholders.

Fostering strong relationships with an array of technology and data partners such as DSP's, SSP's, data partners, media owners, creative solutions, etc. to develop best in market, innovative solutions.

Support Product Marketing as necessary with go-to-market information about our capabilities.

Deliver business insights and analytics that shape our product development.

Ensure systems, processes and infrastructure are designed and deployed for delivery of accurate and timely reporting at scale and with uptime guarantees.

Manage and develop a high-performance team through ensuring career development for your team, regular coaching, constructive feedback, commitment and consistent results.

Ensure a sound, reliable, ethical and robust governance framework is functioning effectively in line with WPP/GroupM policies and compliance requirements.

Reporting of the role

Product Director, GroupM Nexus

Direct reports

Product Executive

Key Stakeholders

Agency client teams, client development, data and tech, client engagement, operations, product.

What it takes

Strong stakeholder management skills.

Highly numerate with strong analytical skills.

Comfortable with scaled data applications, interpretation, taxonomy, cloud, querying, advanced Excel.

Working closely with engineers and data analysts.

Excellent written and oral communication skills.

Demonstrable gravitas - the ability to motivate stakeholders within and outside the organisation.

Collaborative and astute - able to build trust and respect within our network; great

instincts about how and when to pursue an agenda and how to build alliances and momentum..

Strong sense of initiative and personal ownership.

High levels of curiosity and self-motivation

Experience

Candidates will have circa 5+ years of related marketing or media experience, ideally with data and/or technology experience. Background in operations, product management, ad tech or martech. Experience working with large data sets and interpreting data.

Competencies

MS application suite, Excel, Outlook, Teams.

Highly analytical - cloud experience (GCP preferred) or high degree of comfort working with large data sets.

Deep understanding of the ins and outs of the programmatic ecosystem.

Relevant degree or similar educational experience.

Product or project management experience.

High attention to detail.

Stakeholder management.

Excellent interpersonal, written and oral communication skills.

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