

## Nexus | Associate Programmatic Director

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Company: GroupM

Location: Sydney

Category: other-general

### Description

Position at GroupM Nexus

#### ABOUT GROUPEM

GroupM is the leading global media investment management company serving as the parent to WPP media agencies including Mindshare, EssenceMediacom and Wavemaker, as well as the programmatic digital media platform, Xaxis, each global operations in their own right with leading market positions. With 800 people based in Sydney, Melbourne, Adelaide and Brisbane, GroupM's primary purpose is to maximize performance of WPP's media agencies by operating as leader and collaborator in trading, content creation, sports, digital, finance, proprietary tool development and other business-critical capabilities. GroupM's focus is to deliver unrivalled marketplace advantage to its clients, stakeholders and people.

#### ROLE OUTLINE

The Associate Programmatic Director spans the full spectrum of implementation, activation, and delivery. You draw on your programmatic expertise to plan programmatic media campaigns, drive thought leadership, and support the programmatic activation team in delivering a consistently high standard.

Reporting to: Head of Performance

Location: Sydney

#### KEY RELATIONSHIPS

Collaborating closely with **internal teams and clients**

Establishing strong relationships with relevant **media, data, and technology partners**

Foster deep trust and understanding with **agency client teams**

Contribute to great teamwork in your **immediate team**

## **WHAT YOU SHOULD SPEND YOUR TIME DOING**

People - 35% of your time

Manage team workflow, delegating tasks effectively, making sure goals are set & met, and resolving issues with minimal guidance

Ensure programmatic evaluations are completed to the required frequency and standard, coaching managers where required

Lead the training and development of junior members of the team, including up-to-date certifications/accreditations across all relevant programmatic platforms

Product - 30% of your time

Enrich ongoing implementation planning and buying practices to improve delivery, collaborating with practice leads where relevant

Bring innovation and creativity to the table by leading the testing agenda for your team, collaborating with partners to harness their capability

Supervise the reporting output across the team, ensuring it is jargon-free, insightful, and of the highest standard

Client - 20% of your time

Own key relationships at the intermediate level, as it relates to implementation planning & buying

Demonstrate strong media planning principles across programmatic, working with clients to provide implementation plans that are grounded in strategic priorities

Commercial - 15% of your time

Address and resolve challenges and issues related to commercial tasks, liaising with

stakeholders and coaching junior team members as required with minimal supervision

Seek and implement improvements to ways of working that increase efficiency and effectiveness of commercial operations

Support director on investment decisions, audits, and forecasting

## **WHAT MAKES A GREAT ASSOCIATE PERFORMANCE DIRECTOR**

Attention to detail: monitoring the quality and accurate of your own work, and that of others

Organisation: manages expectations across all stakeholders, sets clear priorities

Team & collaboration: assumes extra responsibilities to facilitate the achievement of team goals

Communication: effectively communicates business objectives, issues, and outcomes clearly, applies strategic thinking

Analytical: recognises causes & consequences of actions and events that are not readily apparent

Flexibility: recognises changing circumstances quickly and proactively implements successful action plans across team

Proactivity/taking the initiative: consistently contributes to improve work methods, outcomes, and team performance

Problem solving: identifies root problems and proactively implements solutions, acts to minimise risk across all implementation processes and procedures

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