

Programmatic Trader

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Company: Qantas

Location: Sydney

Category: other-general

Challenge yourself to manage, deliver and optimise brand, performance and data driven campaigns for Qantas Loyalty

Opportunity to work with a broad stakeholder group within the Digital space

Full-time permanent position based at our Head Office in Mascot

We've always been pioneers, and we're proud to see that spirit in our people today. Our resilience has helped us through good and tough times, and it still drives us to keep pushing the challenging expectations today. Our corporate functions include Corporate Affairs, Public Company, Legal, Finance, Treasury, Industrial Relations, IT, Sustainability, People and Customer, supporting the CEO in making Qantas a market leading, global organisation.

As the **Programmatic Trader**, you will be the interface between the internal clients and the delivery of digital advertising campaign. This role will require strong, data driven, advertising expertise within Qantas Loyalty and provide thought leadership around campaign structure and management, founded on a deep understanding of how data driven advertising works. To be successful in this role, you will manage, deliver and optimise brand, performance and data driven campaigns. You will be a highly motivated individual with passion for digital and data driven marketing, multiple stakeholder management, account management, programmatic trading, campaign planning, execution, optimisation and reporting. Ideally, you will have exceptional analytical skills and be able to spot trends in data and apply stringent methodology to drive the maximum level of performance from each campaign.

You'll have –

Tertiary qualifications in Marketing, Communications or related field

3+ years of Marketing experience in digital media/advertising

3+ years of Programmatic Trading experience

Strong understanding of ad networks, publishers, exchanges and auction marketplaces

Prior experience with programmatic buying across multiple DSPs such as DV360, Meta, Tiktok and LinkedIn

Prior experience with trafficking digital ad campaigns in CM360, highly regarded

Prior experience with utilising first party audience segments

Passion for the internet, marketing and advertising industry

Excellent client service approach and ability to multitask with great attention to detail

Strong understanding of digital advertising concepts and terminology

Strong understanding of website tagging and re-targeting concepts and terminology

Prior experience with setting up and managing dynamic creatives

Familiarity with creative testing, media formats and internet technologies

Any advertising agency, ad network, trading desk or publisher experience

Ability to work collaboratively as part of a cross-functional team

High level of communication, you need to be able to articulate and communicate with the team and clients

Experience educating and sharing knowledge to the team and clients on programmatic best practices and trends

Proficient in using Microsoft Suite applications

Why Qantas?

You'll join a team where creativity and passion are encouraged. Our people come together to allow us to dream big and deliver successfully.

There are many different opportunities across our team, which means you'll be able to grow both personally and professionally at Qantas. Your development is a priority for us – so that you can maintain the high standards our customers have come to expect and can continue to develop over time. You'll be supported from day 1 with on the job training and coaching as well as our formal training opportunities. While you may start in this role, we've got a great track record of supporting our people to take their career in so many different directions, the destinations are endless.

The Qantas employee benefits program offers amazing benefits that extend well beyond travel.

We love to travel: Enjoy heavily discounted air travel within Australia and across the globe, both for you and your family and friends, as well as exclusive deals on accommodation and holidays.

We have flexible leave options: Make use of leave and flexible working opportunities including 18 weeks paid parental leave (plus superannuation payments on all paid and unpaid parental leave until your child turns 1) and additional purchased leave options for eligible employees.

We'll give you access to thousands of rewards: Through our partnerships we can offer you discounts across shopping, food and wine, insurance, health and wellbeing, leisure and entertainment. You can also take advantage of our salary packaging program including motor vehicles, eligible portable electronic devices and professional memberships.

We'll support your wellbeing: Whether it's learning to better support your own and others' mental health, our interactive wellbeing app or your very own tailored nutrition plan.

Qantas is an equal opportunity employer committed to providing a working environment that embraces and values diversity and inclusion. We encourage Aboriginal and Torres Strait Islander, and people of all backgrounds to apply. If you have any support or access requirements, we encourage you to advise us at time of application. Your personal information will be kept confidential in compliance with relevant privacy legislation.

Be a part of something special and play your part in the Qantas story – get in touch today.

Applications close on the 14th of May

Please note: Applications will only be considered for candidates who have the right to work in Australia / New Zealand without restriction or sponsorship.

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