

Contract: Digital Advertising Product Manager

Introduction

We are looking for a Digital Advertising Product Manager for a three-month contract.

Role purpose:

To develop and manage new products in an advertising context in the Digital Services team. Existing products must be monitored and optimised to drive new format (predominantly video) advertising revenue.

Minimum Requirements

Core competencies, knowledge and experience:

- Project and Product Management
- Digital Advertising Media background
- Business Case Development
- Video Advertising knowledge including video ad servers, players, content management and programmatic advertising for live (linear) and on demand video services

Additional Skills:

- Strong verbal and written communication skills
- Detail oriented

Job Specifications

Key accountabilities and decision ownership:

- Develop and project manage new products in the Digital Advertising area
- Monitor and optimise existing advertising products
- Advise, guide and implement on advertising best practices, with focus on video advertising
- Input on advertising technology roadmap
- Manage the product relationship with both internal and external stakeholders

Key performance indicators:

- Increase Advertising Impressions served
- Increase the ratio of Video advertising impressions to text advertising impressions
- Increase the revenue generated from new advertising products, particularly Video advertising revenue

Other Characteristics

- Disciplined, pro-active and driven

Should you be interested please send your CV to careers@afrigis.co.za