



**Department:** Trading  
**Reports to:** Head of Trading

## A little bit about us

We're Regital, a programmatic marketing specialist with big ambitions and the talent to bring them to life. If you haven't heard of us, you've almost certainly seen our work.

We use programmatic solutions to grow sales, find new leads and increase brand awareness. We do this for agencies and advertisers that want to use modern marketing to get in front and stay in front.

We've been doing programmatic as long as it's been a thing. And over the last decade we've built an experienced team in ad operations, creative, data science, planning and programmatic trading.

Our people are the driving force behind everything we do. We're not ones to sit still. We're always looking to add to our portfolio and technology offering. Everything we do is driven by our desire to get there first; of seeing the opportunity, of realising the opportunity. For us. For our clients. Each and every one of us plays a part in pushing the business forward. It's a challenging and fun place to work, and the rewards are there for the taking.

## A little bit about the role

We pride ourselves on providing spectacular levels of service and insight to our Clients, therefore rely on our Trading team to work closely with our clients to deliver campaigns to meet their business objectives. The Trading team have a complete understanding of the product suite and are responsible for delivering best in class social, video, mobile and display campaigns utilising market-leading technology solutions.

## What you'll do

Trading focuses on the preparation and set up of client campaigns, reporting and reconciliation. Traders need to have an analytical eye for detail, understanding what performance means and how we can optimise delivery to provide market-leading results.

- Provide expert campaign set up advice to the wider team, supporting them with new business opportunities
- Successfully deliver proposed media strategies, regularly collaborating with the Accounts teams to clarify client objectives
- Maintain excellent contact with Clients to build strong relationships and provide campaign performance updates and ongoing campaign strategy advice
- Have a full understanding of all products, pricing and terms for each opportunity
- Be involved with pitches and client meetings, support the Account Lead in presentations of relevant solutions
- Have knowledge on creative specs, asset requirements and tracking to support creative application
- Deliver regular campaign reports and commentary, finishing each delivered campaign with a PCA
- Accurately track delivery and margin, working with Finance to complete month end reconciliation

## What we're looking for

- Have an analytical eye for detail, understanding what performance means and how we can work with delivery teams to provide market-leading results for our advertisers - **be Pioneers**
- A great problem solver, you will adapt to the ever-changing environment and react quickly to challenges - **be Flexible**
- Possess an ability to manage relationships with multiple parties; agencies, clients, and media owners
- Good interpersonal skills, a great team worker who will communicate well and ensure all products are delivered on time - **be Sound**
- Excellent organisational skills and a desire to provide first class media strategies are required
- Good working knowledge of the digital media industry, and passion to learn and understand the intricacies of the landscape would be a positive quality - **be Experts**
- A self-starter with consistently positive attitude towards your job, team and company
- Digital media is a very sociable and vibrant industry; therefore, a willingness to interact with colleagues and clients outside of work hours would be expected

## Skills you will use

- Advanced skills in Microsoft Excel – the ability to use Pivot Tables is also a distinct advantage
- Strong product knowledge
- Meticulous attention to detail
- Highly organised – with the ability to prioritise and manage workloads effectively
- Proactive mindset in your approach to work
- Strong problem-solving skills
- Ability to work well in teams
- Both innovative and creative with a passion for adding value at each interaction
- Google Digital Garage Certification is an advantage

## What you'll get

- Competitive salary
- Employee bonus scheme
- Company pension
- Private health insurance after 12 months
- 25 days holiday
- Manchester city centre office
- Skills development
- Regular socials