

## Quick look

Role title Performance Manager  
 Reporting to Business Unit Manager  
 Date April 2022

## Who we are

We're a team of highly trained, award-winning programmatic digital specialists. Over the past decade we have introduced over 30 new technologies to the NZ market – many first to market!

It started by being the first multi-platform provider - to now having developed Aladdin which is our own proprietary machine learning, smart buying platform. This exciting development in performance advertising links data to media decision making using dynamic complex datasets.

## Ambition

We are committed to significantly increasing our client's profitability by activating their hidden marketing potential using the best tech, our best people and the best use of their data.

Our staff are exceptional at working, learning and growing new skills and capabilities. All staff strive to pass this on to clients - for excellence in client data analytics, insights and performance. This empowers them to unlock significant client value, going well beyond just achieving client business goals and justify our high margin partnership.

## Our Mission

Our 10-year mission is to liberate digital advertising, data, reporting and performance. Boiled down to the basics it's - the right message, the right target, the right time, the right place – and the right cost!

## Your role

The Performance Manager is responsible for building, implementing, tracking, optimising, and reporting on client campaigns. The role is responsible for delivering campaign KPIs that exceed client expectations while also testing and implementing some of Acquire's newest offerings. You will be an integral part of the Business Unit, directly helping the Business Unit to meet performance expectations, including growing and retaining our client base.

Campaign performance management	<ul style="list-style-type: none"> <li>• Programme, manage, track, optimise and report campaigns across multiple programmatic/digital platforms for value clients</li> <li>• Demonstrate omnichannel expertise across Display, Video, Search, Social, Audio, Native and DOOH</li> </ul>
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*Note: Here's the fine print. This position description is intended only as a general guideline of key responsibilities and measurements. Acquire reserves the right to amend or change the position description as it deems appropriate to accommodate the needs of the business.*

	<ul style="list-style-type: none"> <li>• Build an understanding of, and assist in achieving clients' business KPIs rather than vanity delivery metrics</li> <li>• Achieve advanced optimisation of campaigns using techniques like Supply Path Optimisation, Advanced bidding, Data Driven Attribution and Bid modifiers</li> <li>• Understand and utilise testing frameworks to run campaigns with a test-and-learn approach</li> <li>• Utilise analytics platforms such as Google Analytics, MOAT, and Datorama to identify and capitalise on patterns and trends</li> <li>• Use advanced features across programmatic and digital platforms e.g. Acquire's proprietary machine learning algorithm Aladdin</li> <li>• Lead on performance-related client queries</li> </ul>
Client management	<ul style="list-style-type: none"> <li>• Provide insight-driven commentary and performance-related recommendations to clients</li> <li>• Utilise advanced targeting approaches to drive innovation across Acquire's value clients</li> <li>• Proactive trouble shooting and problem solving</li> <li>• Provide analysis and insights into campaign briefs and client reporting</li> <li>• Provide a high level of client service and enthusiasm for both external and internal clients</li> <li>• Assist in the building of client relationships</li> <li>• Exceed service standards and response times</li> </ul>
Business development	<ul style="list-style-type: none"> <li>• Add input into campaign strategy both at the briefing, proposal and reporting stages</li> <li>• Work closely with the Business Manager to anticipate and over deliver on client expectations</li> <li>• Develop strong supplier partnerships and relationships</li> </ul>
Standards & processes	<ul style="list-style-type: none"> <li>• Actively contribute to improving Acquire's processes to improve our customer experience and grow our client base.</li> </ul>
Emerging technology & continuous improvement	<ul style="list-style-type: none"> <li>• Demonstrate an advanced understanding of the programmatic ecosystem, trends in the industry and data-driven advertising</li> <li>• Utilise and demonstrate mastery of new product initiatives rolled out through Acquire's new product pipeline and data-driven approach</li> <li>• Continuously learn and understand how to get the most out of multiple platforms and systems</li> <li>• Undertake training as agreed or where you see a need, to continually upskill and keep abreast of changing technology</li> <li>• Commit to learning and development plan.</li> <li>• Identify opportunities for innovation.</li> <li>• Keep abreast of related industry technical developments and trends.</li> </ul>

## Your work and skills.

The knowledge and experience required in your role.

### Key performance measures

How do you know you are successful in your role?

- Goals and KPIs are defined and agreed upon annually.

Campaign performance management	<ul style="list-style-type: none"> <li>• Achieve and exceed campaign performance metrics</li> <li>• Zero campaign incidences and mistakes</li> </ul>
Client management	<ul style="list-style-type: none"> <li>• Positive client feedback</li> <li>• Strong client retention</li> </ul>
Business development	<ul style="list-style-type: none"> <li>• Contribute to new business proposals</li> <li>• New and existing business growth targets met</li> </ul>
Standards & processes	<ul style="list-style-type: none"> <li>• Complies with and follows agreed processes</li> </ul>
Emerging Technology & Continuous Improvement	<ul style="list-style-type: none"> <li>• Suggests and gains agreement to implement improvements to ACQUIRE's tools, channels, processes, approach and strategies</li> </ul>

### Competencies

<ul style="list-style-type: none"> <li>• Professional</li> <li>• Strong numeric competence</li> <li>• Data analysis</li> <li>• Campaign management</li> <li>• Effective communication</li> </ul>	<ul style="list-style-type: none"> <li>• Client/Stakeholder management</li> <li>• Business and commercial acumen</li> <li>• Problem-solving</li> <li>• Planning and organising</li> <li>• Attention to detail</li> </ul>
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### Expertise

- Relevant tertiary qualification (e.g., marketing, commerce, technology or business)
- 2+ years' experience across a variety of programmatic DSPs and platforms
- Excellent analytical skills
- Ability to translate complex technical or analytical information into client-friendly language
- Excellent client service
- Highly organised
- Strong attention to detail
- Ability to see, manage and solve problems effectively
- Ability to work independently and also with a team to achieve common goals
- Sound understanding of Microsoft Excel
- Good business acumen
- Prepared to constantly up-skill and keep abreast of changing technology
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## **Working relationships**

- ACQUIRE team
- Clients
- Outsourced advertising agency when required
- Vendors and suppliers

## **Limits of authority**

- This role has no direct reports, budgetary control, or purchasing authority.