



Job Description

Job title:	Programmatic Manager
Department:	Operations
Reports to:	Co-CEO
Duration:	Permanent
Hours:	Full-time
Office Location:	London, UK / Hybrid

About Jungle Creations

[Jungle Creations](#) is an award-winning social media-first publisher that exists to create ideas that get people to thrive online and in the real world. With offices in London and New York, the company owns and operates a number of hugely popular media brands. They each create and publish content across a number of different passion points, from food to women's interests and fitness, and they include; VT, Twisted, Four Nine, Craft Factory, Level Fitness, Futur3ology and Lovimals, which together have amassed over 125 million followers worldwide. Jungle Creations works with clients including the likes of Diageo, McDonald's and Unilever, to help them reach its audiences through impactful and engaging branded content which has seen the company win The Drum's sought after 'Branded Content Team Of The Year' for the last four years in a row. Today the business has branched out into many offline ventures including Twisted: A Cookbook, a delivery-only restaurant business; Twisted London, and a Twisted IPA in collaboration with Brewgooder. Jungle Creations is also home to The Wild, an award-winning social media-first creative agency that helps brands turn heads and make it matter, specialising in social media management, multi-platform creative campaigns, branded content, production, influencer, and performance marketing.

Role Purpose

Have you led the programmatic monetisation strategy for an established publisher? We are looking for someone who has a wealth of experience in setting up, managing and optimising programmatic setups, helping drive ad revenue on our portfolio of websites. You will be



responsible for the day to day running of the department as well as setting and executing on the long term strategy in collaboration with existing teams.

Key Responsibilities

- To set and execute the programmatic vision for Jungle Creations owned and operated sites
- Daily monitoring and reporting of all programmatic partners' revenue performance
- Identifying opportunities to generate incremental revenue while maintaining a clean UX
- Providing a detailed analysis of partner performance across multiple implementations, highlighting areas of improvement to maximise revenue
- The set-up, management and optimisation of Jungle Creations ad stack including any new integrations required
- To troubleshoot and resolve any technical issues when they arise
- To oversee and manage the implementation of the floor pricing strategy
- To build and maintain strong relationships with SSPs and develop our partnerships

Background and Experience

- Previous experience leading a programmatic division for a publisher
- Seasoned experience working with Google Ads Manager & Google Analytics
- Setting up and managing header bidding solutions (Pre-bid, Amazon TAM, Open Bidding, etc)

Skills & Competencies

- Highly knowledgeable about the Programmatic ecosystem and the broader media market
- Excellent communicator both written and verbally
- Ability to manipulate, analyse and distil large datasets using data visualisation tools
- Technically minded with a passion for technological innovation



- A quick-thinker and good problem solver

All employees are expected to comply with the company code of conduct, act professionally with colleagues, and treat colleagues and the workspace with respect; It is your responsibility to ensure your behaviour, attitude and appearance always positively reflect Jungle Creations and doesn't do anything that would bring the reputation of the company into disrepute or cause a loss of confidence in its work.

Measures of success and key stakeholders:

Employees are monitored with bi-annual KPIs to measure their performance; these KPIs are made up of both skills and behavioural competencies. Jungle is committed to rewarding those employees who consistently exceed their bi-annual KPIs and will ensure those employees advance within the business.

We want you to add to our culture

At Jungle Creations, we aim to ensure our workforce reflects the diverse society we live in. Our different ideas, our different perspectives and our respect for one another enables us to be innovative, creative and build a sense of belonging that actively encourages our people to add to our culture. We want everyone to feel that Jungle Creations is a place where they belong and that is the reason why we look for the cultural add, not the cultural fit.

Our mission

'We exist to create ideas that get people to thrive online and in the real world'

Our values

This is who we are. These qualities are the things we look for in new Jungle talent, the things we celebrate and reward our people for, and the things clients discover about us and our work.

Collaborate.

Whether in a small or large capacity, every one of our departments work in collaboration with each other. Encouraging this total collaboration means our people can team up with ease,



and create the perfect environment for idea sharing, creative thinking, and working closely with clients and partners alike.

Innovate.

In a business and world that is forever changing, we pride ourselves on how agile and adaptable we are. Striving to experiment, take risks and be bold, Jungle celebrates how quickly its people can innovate and move with the times, ensuring we are at the forefront of change and the best in the industry.

Champion.

We champion our people, their ideas, and their differences. Our people respect one another and the things that make each of us unique. We aim to support all voices internally and reflect this in the work we do. We actively encourage our people to add to our culture and want everyone at Jungle to feel that they belong.

Post Covid-19 Plan

We have carried out a full risk assessment and have moved to a permanent hybrid working system that sees staff split their time between the office and home (government guidelines allowing). Each team differs in terms of their in-office expectations so feel free to discuss this during your interview process.