

In-House Programmatic Specialist (m/f/d)

1210 Vienna, Job-ID: bimabnoz,

At SIEMENS Personaldienstleisungen GmbH (SPDL), a subsidiary of Siemens AG Austria, an exciting work environment backed by over 25 years of experience awaits you. We offer challenging opportunities within the diverse Siemens Group and with our well-known clients across Austria. We believe in equal opportunities, cultural diversity, and shared success.

For an exciting assignment with our customer, Siemens AG, we are currently looking for a full-time **In-House Programmatic Specialist (m/f/d) to join the team at Siemens AG remotely from Austria**.

We are looking for an autonomous, highly technical **In-House Programmatic Specialist (m/f/d)** to join our team at Siemens AG remotely from Austria (Vienna). In this B2B-focused role, you will be a **key player in our internal programmatic operations**, directly executing enterprise ad spend across Google DV360, The Trade Desk, and any other DSPs needed. Your campaigns will focus on **brand reputation and demand creation** across a variety of industrial markets.

Your responsibilities

- **End-to-End Campaign Trading & Optimization**
  You manage the daily setup, pacing, bidding strategies, and optimization of all programmatic display, video, audio, and connected TV (CTV) campaigns. You leverage platform-native bidding algorithms, frequency capping, and custom rules/scripts to consistently hit performance KPIs.
- **Marketplace Management & Publisher Relations**
  You negotiate directly with supply-side platforms (SSPs) and premium publishers to secure Private Marketplace (PMP) deals and Programmatic Guaranteed (PG) deals that drive efficiency and scale for our campaigns.
- **Creative Management & Ad Operations**
  You traffic and manage creatives via CM360 (Google stack) or Trade Desk's native creative library, ensuring proper ad serving, rotation, and format compliance across display, video (VAST/VPAID), audio, and CTV formats.
- **Measurement, Attribution & Performance Dashboards**
  You build transparent, automated performance dashboards to track media costs, tech fees, and platform margins. You implement and maintain conversion measurement using Floodlight activities,

Your qualifications

- **Deep Programmatic Trading Experience**
  You bring **3+ years of hands-on programmatic trading experience**, with at least **2 years of intensive, daily work** inside a DSP platform. Proficiency in one platform is required; working knowledge of multiple platforms is a strong advantage. Prior experience at a digital media agency or as a certified Google Marketing Platform (GMP) partner and/or Trade Desk certified partner is highly preferred.
- **Technical Expertise & Platform Mastery**
  You demonstrate complete fluency in **Floodlight tags, CM360 container structures, URL parameters** (Google stack) and/or **Trade Desk Universal Pixel, conversion event configuration**, and tracking parameters. You understand the technical architecture behind modern programmatic advertising.
- **Advanced Analytics & Problem-Solving**
  You possess advanced skills in **data analytics** with the ability to interpret complex datasets and translate them into actionable campaign strategies. You troubleshoot creative rejections, pixel drop-offs, and discrepancies across ad servers with ease and precision.

CM360 attribution models, and/or Trade Desk Universal Pixel & conversion events.
- **Stakeholder Communication & Community Leadership**
  You translate complex programmatic data into clear business insights for internal teams (Marketing, Creative, Leadership). You actively contribute to our internal Programmatic Community and share expertise across the organization.
- **Communication & Team Collaboration**
  You communicate technical concepts clearly and effectively to non-technical stakeholders. You work independently and thrive as part of an **English-speaking team**, bringing both technical depth and interpersonal excellence. A Bachelor's degree in Marketing, Business, or a quantitative field is a plus.

Your perspective

Depending on the specific qualifications and professional experience, a gross monthly salary of at least EUR 4.000,- is envisaged (this in any case exceeds the minimum salary under the collective agreement). The final salary agreement will be reached in a personal meeting.

At our client you enjoy and value the freedom of a flexible mix of working from home and in the office. You will also benefit from a flat hierarchy and a transparent company structure. The position is available at the earliest possible entry date. This may best be discussed in a job interview.

How do I apply?

We are looking forward to receiving your online application!

Contact: Franz Kaplinger
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Ihre Vorteile



Benefits Gesundheit Homeoffice Weiterbildung