

9LETTERS

#301-107 East 3rd Avenue
Vancouver, BC Canada V5T 1C7

Position Title: Intermediate Programmatic Trader

At 9Letters, we believe brands earn attention when clarity meets creativity. As our **Intermediate Programmatic Trader**, you will play a key role in shaping and executing integrated programmatic media strategies that drive meaningful connections between people and brands. This role sits within the Connections team and works closely with the Connections Planning team, as well as on occasion the agency Strategy, Creative, Production, and Client Services teams to ensure media strategies & executions are insight-led, well-executed, and aligned to client business objectives. The ideal candidate is a strategic thinker, confident programmatic trader, and collaborative team member with a strong understanding of the evolving programmatic media landscape.

Programmatic Strategy, Planning & Research

- Contribute to the planning process for mid-to-large sized programmatic campaigns, from brief through recommendation, with support from Director, Programmatic.
- Contribute to the development of programmatic strategies and plans that align with client objectives, target audiences, and consumer journeys, with support from Director, Programmatic.
- Manage RFP process with Connections Planners, including evaluating briefs, ensuring campaign objectives & KPI's align with campaign goals, providing CPM estimates, & checking that details on the RFP are correct.
- Stay current on programmatic media, DSP platforms, and consumer trends, proactively advising the team on changes in the programmatic landscape.

Programmatic Buying & Campaign Execution

- Work closely with senior Connections team members to ensure programmatic plans are planned & executed in line with approved strategies, budgets, and timelines.
- Ability to independently trade across multiple programmatic channels including display, video, native, audio, DOOH, and other relevant programmatic media if and when applicable
- Ability to utilize multiple DSP platforms in the set-up, execution, analysis, & reporting of programmatic campaigns.

Digital Campaign Setup & Optimization

- Independently launch and manage programmatic campaigns within the DSP's.
- Execute daily optimizations, including bid adjustments, frequency capping, site targeting, and audience targeting to improve scale & KPI performance.
- Check to ensure set-up & naming conventions for creative tags are correctly aligned with start dates, the LI tactic, audience targeting, creative assets, etc. Work with Connections team to correct any errors.
- Monitor digital campaign performance and identify optimization opportunities in collaboration with Director, Programmatic.
- Analyze DSP reports to gain insights into campaign performance and seek actionable insights to improve campaign performance in collaboration with Director, Programmatic.

Budget Management, Maintenance & Reporting

- Ensure the integrity of all programmatic budgets across campaigns, insertion orders, & line items across all DSP's. Maintain budgets match any RFP changes accurately.
- Lead reporting discussions in internal meetings, clearly communicating performance, optimizations, learnings, and next steps.

Relationships & Cross-Team Collaboration

- Build and maintain strong internal relationships through clear communication, strategic thinking, and reliable execution.
- Develop and nurture relationships with key media vendors and partners to stay informed on market conditions, opportunities, and innovations.
- Collaborate closely with Connections Planners and external partners to ensure integrated and effective campaign performance & delivery.
- Provide mentorship and day-to-day guidance to junior Connections team members, supporting their understanding of the programmatic space & function, and their growth and development.

Qualifications – Education & Experience

- 4–5 years of progressive experience in programmatic planning and trading, ideally within an agency environment.
- Demonstrated a high level of success in planning and executing multiple programmatic campaigns simultaneously & independently.
- Experience trading across multiple programmatic channels including display, video, and native. As well as across multiple DSP's.

Qualifications – Skills & Competencies

- Strong strategic and analytical mindset with the ability to connect data, insights, and media solutions.
- Strong ability to translate complex data into clear insights for non-technical stakeholders.
- Excellent understanding of the programmatic landscape, platforms, and buying processes.
- Proficiency in Microsoft Excel and PowerPoint.
- Strong communication and presentation skills, with confidence presenting to internal teams.
- Highly organized, detail-oriented, and comfortable managing multiple campaigns and priorities.
- Collaborative, proactive, and adaptable in a fast-paced agency environment.

What We Offer

- Opportunity to work on a diverse range of clients and integrated media campaigns, while collaborating across departments.
- A collaborative, supportive, and growth-oriented agency culture.
- Exposure to senior leadership and opportunities for professional development.
- A chance to help shape how brands connect with people in meaningful ways.

Key Performance Indicators

- Executes programmatic campaigns, with high level of accuracy, attention to detail, and within a timely manner.
- Consistently delivering on and optimizing to client campaign KPIs.
- Consistently delivering recommendations to optimize and improve campaign performance.
- Strategic programmatic recommendations that align with client objectives and deliver results.
- Clear, insightful reporting and optimization recommendations.
- Strong vendor/DSP/publisher relationships.
- Effective collaboration and leadership within the Connections team.
- Client satisfaction.
- Ongoing knowledge of DSP updates, new features, etc.
- Ongoing knowledge of trends, changes, & innovations in the programmatic space.
- Effective communicator.