

Product: TD Pull

Job Description: Technical Account Executive

Overview

As a Technical Account Executive, you will be part of an account team, working on implementing technical best practice across your teams's specified clients. This includes setting up newly signed advertisers with the best possible technical solutions and working closely with clients to ensure they realise the full potential of our technology to generate incremental sales revenue. This role is largely a client-facing technical support role and you will need to present technical solutions to non-technical people; as well be part of different technical projects, the implementation of product feeds and error management.

Key Responsibilities

The Technical Account Executive main responsibility is to ensure their allocated advertisers have the best possible technical implementation and technical support, including pushing G2, V2 and any other best practice formats. You will provide ongoing technical business development working with the team to up-sell programme features including V2 feeds, post impression tracking, cookie duration for example. Furthermore, to correct any technical problems with advertising creative, tracking problems and any other technically-focused issues with that advertiser and related publishers. You will need to have sound understanding of TradeDoublerr's product suite and a commercial mindset to always consider how technical solutions can increase revenue/profitability. You will be required to work with publishers to resolve tracking queries on your advertiser's programs.

Advertiser implementation

- Setting up newly signed advertisers in TradeDoublerr's internal admin system
- Sending out ID codes and implementation instructions to advertisers
- Supporting advertiser though out the implementation by email and telephone
- Advising advertisers on the best possible implementation both from TradeDoublerr and the advertisers perspective
- Re-implement and update active advertiser's implementations to make sure that they have the best possible implementation
- Ongoing re-active technical support to your advertisers and their associated publishers
- Upload, implement and testing of Flash and HTML banners

Product feeds

- Implement product feeds
- Quality assure product feeds and make sure that they are working as expected
- Input to TradeDoublerr's local website with news and information about our advertisers
- Quality assure the advertisers marketing material to ensure the TradeDoublerr standards are upheld.

Team Structure

- You will report into the Account Director for your team

Requirements

- IT University Degree or equivalent
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- Excellent written and spoken communication skills
 - Good understanding of Internet technologies
 - Very good attention to detail and good problem solving skills
 - Service minded and good customer orientation
 - Good English skills
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