https://jobs.ua/job-team-lead-media-buying-3853966

Ваш надійний помічник

Team Lead Media Buying

Київ, 16 квітня

Компанія: Adhoq (https://jobs.ua/company/id/1633559) (Всі вакансії)

Рубрики: Реклама, маркетинг, PR

Побажання до співробітника

Освіта:	не має значення
Досвід роботи:	від п'яти років

Опис вакансії

Job Title: Team Lead Mediabuying
Job Type: Full time, Remote

We are a fast-growing global performance marketing agency with deep expertise across the digital advertising landscape and adtech ecosystem. We operate a high-scale Mediabuying engine and our core focus is delivering strong, profitable results across international markets.

As we continue scaling our Mediabuying engine, we are looking for a **Team Lead** to drive performance, scale operations, and lead a team of mediabuyers.

About the Role

This is a **senior, outcome-driven role** combining **hands-on media buying** with **team leadership and strategic ownership**.

You will be responsible for:

- Scaling profitable campaigns across multiple geos and verticals.
- Owning significant budgets and performance targets.
- Leading and mentoring a team of mediabuyers.
- Driving process improvements and strategic direction.

This role is ideal for someone who **thinks like a business owner**, not just an operator.

Key Responsibilities

Campaign Ownership & Performance

- Own and scale **high-budget campaigns** across multiple traffic sources.
- Monitor, optimize, and report on performance to hit **revenue & ROI targets.**
- Identify and act on **scaling opportunities, trends, and inefficiencies.**
- Launch and test new campaigns, funnels, and angles continuously.

Strategy & Growth

- Develop and execute **media buying strategies** aligned with company growth goals.
- Explore and validate **new traffic sources, geos, and verticals.**
- Drive **data-backed decision making** and experimentation culture.
- Work closely with BI, Product, and Creative teams to maximize performance.

Partnerships & Commercial Ownership

- Build and manage strong relationships with **partners, networks, and sales reps.**

- Negotiate deals and secure **exclusive opportunities** / **better margins.**
- Identify new business opportunities and revenue streams.

Team Leadership

- Lead, mentor, and develop a team of mediabuyers.
- Set clear **KPIs, performance expectations, and accountability structures.**
- Support hiring, onboarding, and training of new team members.
- Foster a **high-performance, ownership-driven culture.**

⚙ Process & Operations

- Improve internal processes, workflows, and campaign structures.
- Ensure scalability and efficiency across campaigns and team operations.
- Stay ahead of **industry trends, tools, and platform changes.**

Required Skills & Experience

- **4-6+ years** in media buying / performance marketing.
- Proven track record managing **high-spend campaigns profitably.**
- Strong analytical mindset with deep understanding of **data & performance metrics.**
- Hands-on experience with **large budgets and scaling strategies.**
- Excellent communication and stakeholder management skills.
- Highly organized, disciplined, and results-driven.
- Fluent in English (written and spoken).

Leadership Requirements (Senior / TL Level)

- Experience managing or mentoring a team.
- Ability to **translate strategy into execution.**
- Strong ownership mindset – accountable for **team + business results.**
- Comfortable making decisions under uncertainty.
- Ability to **prioritize, delegate, and scale operations.**

Nice to Have

- Affiliate marketing experience.
- Experience with multiple traffic sources (Meta, Native, Display, etc.).
- Strong understanding of **CPM, CPC, CPL, CPA models.**
- Experience working with BI tools, tracking systems, or custom dashboards.
- Basic creative / funnel understanding.

What We Offer

- **Competitive base salary + strong performance bonuses.**
- Opportunity to manage **large budgets and scale globally.**
- Fully remote, international team.
- Fast-paced, high-growth environment with real impact.
- Continuous learning and development.

If you’re a **data-driven, commercially minded leader** who thrives on scaling performance and building teams - we’d love to hear from you.

Please submit your CV in English. We look forward to hearing from you!

Контактна інформація

Контактна особа:	SonjaStep