

## **JD – Tech Product & Partnership Manager, DFI Retail Media**

Do you want to make an impact to some of the top brands in Hong Kong, serving an engaged membership base of 4.8 million? Our DFI Media team is the right place for you!

We are part of DFI Retail Group, a leading pan-Asian retailer that covers food (grocery and convenience), health and beauty, home furnishings, restaurants and other retail businesses. We also operate yuu, the leading loyalty programme in Hong Kong. A digital first platform, partnering with the best-in-class retail brands in Hong Kong to deliver a personalized customer loyalty experience.

At DFI Media, we are keen to hire the smartest and brightest digital marketing and sales talent who can make a difference in a fast moving, dynamic team with start-up culture.

We're looking for a Retail Media Tech Product & Partnership Manager who is passionate about building an industry-leading retail media platform that will enable advertisers to seamlessly plan, manage and deliver high performing campaigns. In this role, you will integrate ad-serving platform and lead external strategic tech partnerships that enable offsite media solutions for advertisers.

### **Job Responsibilities:**

- Drive and manage retail media tech product roadmap from technical specifications, platform development, testing, and post implementation performance tracking (PMO role)
- Manage and maintain our advertising technology platforms, ensuring they are up to date, secure and integrated
- Design the overall tech roadmap for DFI Media – key vendors and integration with the wider IT infrastructure
- Manage RFP to select tech vendor for self-serve ad platform and support integration
- Partner with external technology vendors to ensure smooth implementation of self-serve ad platforms from technology integration to post-implementation maintenance
- Develop an in-depth understanding of offsite media technology
- Lead integration and connection with external strategic partners to provide advertisers with offsite media solutions – both DSP and SSP partnerships
- Develop and manage retail media ad products roadmap including customer needs research, product roadmaps, rollout strategy, and risk mitigations
- Collaborate with campaigns management teams on automation, data pipeline and configuration topics
- Troubleshoot and resolve any tech issues or challenges related to our marketing technology stack, in collaboration with our product and IT teams
- Carry out industry and competitive analysis to understand emerging trends in retail media industry, identify new opportunities, and inform tech product roadmap
- Partner with internal cross-functional teams to create compelling advertising product offerings & platform functionalities that fit the advertisers' needs
- Provide an on-going support, troubleshoot, and validate production issues to perform the root cause analysis, reconciliations, perform corrective actions for issue resolution

### **Skills and Qualifications:**

- Bachelor's degree or higher, preferably in technology, digital marketing, or related disciplines

- 5 to 8+ years of tech product management and PMO
- Understanding of ad-tech and mar-tech ecosystems, including supply-side platforms, demand-side ad platforms required
- Proficiency in ad delivery platforms and tools like Google Ads, Facebook Ads, DSPs
- Experience in building and launching advertising platforms will be an advantage
- Proven track record in driving and managing digital product lifecycle from technical requirement specifications, platform development, testing and post-implementation tracking
- Experience working with digital marketing, CRM and marketing analytics teams to deliver personalized real-time ads
- Excellent written, verbal, and presentation communication skills, and diligent follow-through
- Strong track record of working with external technology vendors and internal cross-functional stakeholders to implement platform from managing RFPs to technology integration
- A passion for marketing and technology, and a desire to learn and grow