



Advertising Account Specialist

JOB SUMMARY:

To devise, plan, and execute all phases of an advertising program for clients.

JOB TYPE:

Position could be appropriate for a part-time role, un-paid or paid internship or full-time opportunity.

POSSIBLE FUNCTIONS:

1. Interviews clients at length to discover their goals and desired image. Becomes familiar with their products and services in order to promote features and benefits to best advantage.
2. Visits offices or plants. Learns about operations and business history as well as previous advertising successes or failures. In short, tries to understand the clients' businesses as thoroughly as possible.
3. Suggests several possible themes for the advertising campaign and decides with client the most promising idea to pursue in greater detail.
4. Expands on idea that account selects, suggesting various means of implementation, such as choice of media, logos, slogans, etc. Consults with graphic designers or copywriters as appropriate to develop details of program for approval by client.
5. Implements proposals according to agreed schedule, placing print ads, arranging television or radio spots, preparing mailings, etc. to carry out all phases of campaign.
6. Develops objective means to measure success, whether by customer surveys, increased sales, or other methods to determine if program should be continued, expanded, or cancelled.
7. Reports to client about results and discusses next phase in program.

SUGGESTED EDUCATION, EXPERIENCE, AND SKILLS:

1. Education: Earning or received a degree in business administration, marketing, or graphic design desirable, although other background may be acceptable.
2. Skills: Creative ability and imagination, excellent communication and sales skills, ability to move from concepts to concrete expression of ideas and work under pressure.