ADVERTISING ACCOUNT EXECUTIVE

Job Description:

**Advertising Account Executive** liaise with clients and agency staff in the administration of advertising campaigns and the co-ordination of associated work. Some are paid by commission or have commissions in addition to a base salary. They are employed by advertising agencies to administer the accounts of clients for which they are the key contact. They are required to know the client and understand exactly what their needs are.

Job Responsibilities:

* Promote and increase sales of clients
* consulting clients about campaign requirements
* presenting campaign pitches and costs to clients
* describing a client’s product or service to promote sales
* Communicating with clients and gathering information about a project's scope, budgets and timelines
* Adjust and adapt to the needs of the client
* Accommodate the client’s needs
* Meeting with other executives to discuss clients' project goals, progress and outcomes
* Developing budgets and timelines for clients and the company they work for
* Coordinating teams to meet project milestones
* delegating to appropriate media/creative staff
* negotiating time-scales and budgets
* monitoring work progress and keeping in contact with clients at all stages
* delivering final products for review

Job Qualifications:

* Bachelors in business, marketing or related field
* Masters in business, marketing or related field preferred
* Experience as an advertising account executive

Opportunities as an advertising account executive are available for applicants without experience in which more than one advertising account executive is needed in an area such that an experienced advertising account executive will be present to mentor.

Job Skills Required:

* Commercial awareness
* Good written and verbal communication skills
* Confidence
* The ability to cope with pressure and work to tight deadlines
* Good team working skills
* Effective organizational abilities
* Professionalism
* Strong people skills
* Strong customer service skills
* Highly self-motivated
* Multitasking skills
* Budget management
* Familiarity with sales techniques
* Account management
* Enthusiasm and a positive attitude
* Ability to learn and adapt quickly
* Ability to close deals
* Strong presentation skill
* Confidence in public speaking