ADVERTISING ACCOUNT PLANNER

Job Description:

**Advertising Account Planner** work closely with agency accounts and creative staff, producing briefs to ensure campaign ideas and strategies are effective and targeted to the right audience. set the communication strategy for advertising campaigns. They establish the goals and objectives, target audience, message and tone in which the campaign should be delivered. Advertising account planners are employed by large national and international advertising companies, direct marketing companies and independent creative and media agencies.

Job Responsibilities:

* working with the client to establish their aims and objectives
* analysing existing data, market reports and trends
* developing, managing and analysing research projects
* working with colleagues to develop ideas for a campaign
* briefing the creative team, allowing them to create an effective and well-targeted proposition for the client
* presenting ideas and conclusions to the client
* organising and attending focus groups to do qualitative research
* monitoring the success of the campaign as it runs, suggesting changes and improvements where necessary
* developing ideas and pinpointing business problems
* analysing and interpreting a variety of information
* commissioning external qualitative and quantitative research
* keeping up-to-date with cultural/social trends and customers’ views and attitudes
* undertaking qualitative research activities
* making presentations to clients and agency staff
* evaluating campaign effectiveness
* Results and sales data analysis

Job Qualifications:

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

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

Job Skills Required:

* Possessing confidence and good interpersonal skills
* Team working abilities
* Presentation and verbal communication skills
* Commercial awareness
* Creativity
* Strong problem solving abilities
* The ability to cope with pressure
* Effective analytical and organizational abilities
* Commercial awareness
* Confidence in public speaking
* be a rigorous and logical thinker
* have strong presentation skills
* have good business skills
* have good written and spoken communication skills
* be able to work well as part of a team, with a range of people
* have a good memory for facts and figures
* have numerical ability
* have computer skills
* have stamina and drive
* be able to work to deadlines
* have a smart appearance and professional manner
* be persuasive and diplomatic
* be skilled at analyzing and making use of research
* have good negotiating skills.