ADVERTISING EXECUTIVE

Job Description:

An **Advertising Executive** serves as the main link between the clients and the company. They ensure that the clients are satisfied, and they continually address their needs and wants.  They works with other members of a sales or marketing team to plan, execute and monitor a successful marketing campaign.

Job Responsibilities:

* Maintain communication with clients
* Listen to clients' wants and wishes
* Examine clients’ industry and business activities and suggest appropriate solutions
* Organize promotional events for clients
* Design campaigns and other activities for clients
* Use networking techniques in order to attract potential clients
* Negotiate budgets and deadlines
* Create presentations and reports
* Maintain client records
* Maintain vender relationships
* Remain in close communication with clients to comprehend their needs and specifications
* Listen to suggestions and wishes of the clients and communicate them to the appropriate people inside the agency
* Learn about the clients’ industry and business activities to suggest more personalized solutions
* Liaise with clients to organize promotional events or decide on advertising material that suit their profiles and goals
* Collaborate with colleagues to design creative campaigns or other projects according to the standards discussed with clients
* Employ networking techniques to attract new clients
* Negotiate budgets and deadlines and make detailed presentations justifying costs and schedules
* Undertake administrative work and keep records of clients

Job Qualifications:

* Bachelors in advertising or related field
* Masters in advertising or related field preferred
* Experience as a Advertising Executive

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

Job Skills Required:

* Excellent time management skills and ability to multi-task and prioritize work
* Attention to detail and problem solving skills
* Excellent written and verbal communication skills
* Strong organizational and planning skills
* Outstanding organizational and time management skills
* Resourcefulness and ability to problem solve
* Ability to multitask and prioritize daily workload and development procedures
* Outstanding communication and interpersonal skills
* Skilled in working with Microsoft Office
* Awareness of the advertising industry
* Understanding of advertising psychology