

# ADVERTISING EXECUTIVE

*Information provided by CHOICES Career & Education Advice*

## **WHO IS AN ADVERTISING EXECUTIVE?**

An advertising executive plans programmes and conceptualises campaigns for clients who have products to sell or promote. This includes planning for the types of media which will be used in the campaign. As an advertising executive you have to create interest and excitement among potential buyers of a product or service. Advertising executives also work with sales staff and others to generate ideas for advertising campaigns and serve as a liaison between client and the advertising company for which they work.



## **WHAT THE WORK INVOLVES?**

A typical day for an advertising executive might involve:

- Planning promotional and/or advertising campaigns
- Negotiating advertising contracts

- Initiating market research studies
- Evaluating the look and feel of websites and other media used in campaigns
- Setting up market surveys and analysing research findings to understand customer and market opportunities
- Developing strategies for products and services
- Meeting with clients to provide marketing, advertising or related advice
- Working with relevant persons to discuss budgets, contracts and marketing plans and selecting of advertising media
- Travelling to meet with different clients

This is a full-time job that requires you to work the typical 40-hour work week, but be prepared for anything. You may have to put in extra time to meet pressing deadlines. You may also be expected to handle several accounts at any given time.

These jobs are highly sought after and can be very competitive with the rewards matching the expectations.

### **WHO IS THIS CAREER FOR?**

Someone who is highly creative, can come up with ideas which are new, different and exciting. Analytical skills, communicational skills and organizational skills are very important assets. Being a people person and being assertive will also work best for you. As an advertising executive you will work with a diverse population so having great interpersonal skills will aid you best.

### **WHAT CAN I EARN?**

As an Advertising Executive you can earn a medium to high level wage depending on your status in the company and the size of the company. There's also the possibility of finding your own clients and setting up your own agency.

### **HOW DO I QUALIFY?**

To become an advertising executive, you will require a bachelor's degree in advertising, marketing or any other related field. Some institution may require you to have some form of work experience.

### **WHO OFFERS TRAINING IN JAMAICA?**

The University of the West Indies  
 The University of Technology  
 University of the Commonwealth Caribbean  
 Northern Caribbean University  
 The Creative Production Training Institute/Media Technology Institute

Check out the Facebook page of The Advertising Agencies Association of Jamaica (AAAJ) at - <https://www.facebook.com/aaajamaica/>

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