



ADVERTISING ACCOUNT EXECUTIVE

JOB DESCRIPTION

In the advertising industry, the account executive is the most important link between an agency's creative team and its clients. In this role, you work with your creative team to create an effective advertising campaign that fulfills the client's goals. You track each campaign stage to ensure that the client is happy, and that the team sticks to deadlines and budgets.



SALARY

Junior account executive ★★★★★
Account director ★★★★★

INDUSTRY PROFILE

Highly competitive, fast-paced industry • Roles available in public and private sectors • Opportunities across the world

CAREER PATHS

An advertising account executive works on the business side of the advertising industry; it is rare for individuals to move from this area into creative roles, and vice versa. Experienced account executives may, however, move into marketing roles within larger companies.

INTERN Some advertising agencies take on college interns to work in administrative roles, for example, in their media buying departments. From here, you may be able to apply for internal promotion.



GRADUATE A bachelor's degree in any discipline will allow you to apply for the graduate training programs run by many agencies. These programs train you to become an advertising account executive.



ACCOUNT DIRECTOR

Supervises a team of account executives, and usually works on larger, complex projects with greater demands.



ADVERTISING ACCOUNT EXECUTIVE As you rise through the ranks, you will have the chance to work for different types of clients. Managers tend to work for clients in one specific industry, such as in food or financial services. After gaining experience, you can go on to become an account director or work on a freelance basis.



SKILLS GUIDE



Excellent written and verbal communication skills help to tailor campaigns to meet client needs.



The ability to lead, inspire, and motivate a creative team to produce successful campaigns.



Good organizational skills to manage many complex and varied advertising projects at once.



The drive and motivation to succeed, and the ability to develop this attitude among team members.



An extensive knowledge of market trends, current media, and the client's business and competitors.



GROUP ACCOUNT DIRECTOR

Supervises several accounts and a large staff; may even supervise advertising branches across the world.



FREELANCE ADVERTISING ACCOUNT EXECUTIVE

Chooses either to work as an advertising consultant or to start up a new advertising company.

The skills base of the advertising account executive is changing to adapt to advances in latest digital technology.

RELATED CAREERS

- ▶ **JOURNALIST** *see pp. 54–55*
- ▶ **MARKETING EXECUTIVE** *see pp. 68–69*
- ▶ **PUBLIC RELATIONS OFFICER** *see pp. 74–75*
- ▶ **ADVERTISING ART DIRECTOR** Creates visual ideas to convey a clear message for advertising campaigns. They work with a copywriter, who writes text, or copy, for the target audience.
- ▶ **MEDIA BUYER** Organizes and purchases advertisement space in magazines, newspapers, TV, and online resources on behalf of clients to promote their products and services.
- ▶ **SALES PROMOTION EXECUTIVE** Organizes promotional marketing campaigns to encourage consumers to purchase products and services.

AT A GLANCE



YOUR INTERESTS Media • Social media • Current affairs • English • Communications • Business management • Art • Design



ENTRY QUALIFICATIONS Having a bachelor's degree is generally required. Having a master's degree in business or marketing may help secure a job.



LIFESTYLE Official working hours are usually regular, but most account executives may need to work overtime to complete a project.



LOCATION You are office based, but may need to travel to meet clients and collect market research data, or go abroad for international campaigns.



THE REALITIES This is a high-profile job with a lot of responsibility. It can be stressful at times, but greater experience produces financial rewards.