

Advertising Account Executive Job Description

Duties and Responsibilities:

- Conduct research to identify market or clients with advertising needs
- Design and implement strategies useful in the creation of effective advertising solutions
- Contact clients through calls and meetings to discuss advertising requirements and how they can be provided
- Prepare and present business proposals, campaign pitches, and cost outline to clients during business propositions
- Persuade potential customers to subscribe to an advertising service by highlighting the benefits associated with an ad solution
- Assist clients in selecting appropriate advertising services that meet their requirements
- Liaise with clients and advert companies to ensure the needs of both parties are met
- Conduct price negotiations with clients on behalf of an ad agency to strike a profitable bargain
- Oversee the preparation of campaign budget/costs and the issuing of invoice to clients
- Supervise the activities of an advertising staff to ensure timely and successful completion of projects
- Prepare and present reports to superiors on campaign activities
- Engage in business travels to offer business proposals and boost clientele
- Maintain good working relationships with clients to create an enabling atmosphere necessary for future business deals
- Participate in conferences/meetings to improve on job knowledge and increase contact network
- Monitor the progress of an advertising campaign to ensure requirements and company standards are met.

Advertising Account Executive Requirements – Skills, Knowledge, and Abilities

- **Education and Training:** To become an advertising account executive, you require a degree in business related discipline such as marketing, business, management, and statistics. Most employers prefer individuals with experience in the field of advertising sales; therefore, with a non-business degree and relevant experience, you still stand a chance of securing the job position. Experience can be gained by interning at an ad agency
- **People Skills:** Advertising account executives are able to relate effectively with clients of varying behavioral dispositions to offer business proposals
- **Negotiation Skills:** They are well versed in conducting negotiations with clients to arrive at a profitable bargain
- **Time Management Skills:** They are skilled in managing the activities of advertising staff to ensure timely completion.