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# Example of Advertising Coordinator Job Description

Our company is looking for an advertising coordinator. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

## Responsibilities for advertising coordinator

* Assist Marketing Director and Senior Marketing Manager/National Advertising with developing Advertising best practices, policies, and processes and sharing best practices
* Work closely with Marketing Manager, Advertising to collaborate on advertising opportunities in new markets and contribute to the company’s overall growth strategy
* Track and organize all advertising campaign materials across multiple channels and be the main source for all advertising collateral needs
* Support the marketing & creative department by sourcing real estate editorial on market trends, tracking and reporting on campaign results, offering new advertising opportunities, and new product information
* Assist Marketing Manager/Advertising with developing key target demographics, and desired reach and circulation goals
* Track and manage all incoming advertising requests from agents, and process through to Creative following Traffic processes and utilizing Slack and Workfront channels
* Track total spend by publication and agent contribution, and work with Finance to ensure invoicing and billing is properly tracked and processed
* Document and showcase advertising campaigns (brand and agent) in order to ensure the initiatives are shared across the company
* 15% Works in tandem with Production Artists to ensure print advertising materials contain timely and accurate product and pricing information
* Work directly with various internal organizations Sourcing, Finance, Sales Ops external resources vendors, hotels/venues and associations

## Qualifications for advertising coordinator

* Ability to assume accountability for completing assignments accurately and in a timely manner
* 2+ years experience in an account service professional environment preferred
* Account Management, Customer Service and/or Sales skills
* SalesForce.com or other CRM experience preferred
* Proficient in using DFP and online ad serving
* Experience with HTML, JavaScript, Flash and rich media a plus