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# Example of Advertising Executive Job Description

Our company is looking to fill the role of advertising executive. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

## Responsibilities for advertising executive

* Seamless meeting logistics, such as video conference and conference calls for internal and external meetings
* Assist with event coordination (including off-sites, client engagements, and intra-company meetings)
* Build and deliver a best-in-class advertising program promoting THE OUTNET in both existing markets and new markets
* Deliver against acquisition targets, focusing on new customers through innovative and insight-led media plans
* Own the agency relationship and drive the conception and delivery of THE OUTNET media strategy
* Negotiate integrated media buys spanning on and offline channels, including live events, working with external publishers and internal stakeholders from conception through to execution
* Contribute to the strategic forward planning for brand advertising channels and support in managing budgets accordingly
* Internal liaison with creative team to plan for and deliver all assets required for media plan
* Foster successful publisher relationships through regular in-person contact and updates with both internal and external relationships
* Ownership of reporting cycles to the business on key successes across the channels we manage

## Qualifications for advertising executive

* Desirable – experience of retail / tele-comms marketplace
* Strong and demonstrable IT skills and interest in technology - basic knowledge of HTML, Javascript
* Mobile-first ad ops experience, ideally in-app although mobile web also a plus
* Experience supporting cross-regional international teams
* Experience with Facebook Power Editor for management of custom audience-targeted campaigns
* ECommerce expereince