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# Example of Advertising Manager Job Description

Our innovative and growing company is hiring for an advertising manager. 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 manager

* Leads, coaches and motivates research team members on projects that compile, analyze and interpret data
* Proficient in multiple data resources and methodology in LPM markets, NDM, Fusion, and Diary market methodologies
* Develops self and research team members to translate research findings into concise and effective advertiser presentations and marketing pieces for key clients
* Facilitates training in markets for research related products and resources
* Collaborates with department leads to train and maximize knowledge and usage of all sales research applications
* Goes beyond internal resources to research trends and seasonal opportunities in top categories to support sales staff with client solutions
* Receive guidance and training on Product/Solution/Category/Multiscreen initiatives and lead team to roll out to Sales, support campaigns, and provide feedback to division & Corporate
* Contributes and shares best practices with fellow division managers and division research lead
* Directs the development of strategic analyses and forecasts in the areas of product preferences, sales coverage, market penetration, market practices and sales trends
* Identify and address complex issues (conflicting data, client objections, industry trends, ) and offer solutions to client base (internal and external)

## Qualifications for advertising manager

* Responsible for issue layouts for ad intensive journals with complex layout requirements
* Proactively ensure ad ledger is received from Ad Coordinators according to production schedule deadlines or seek alternative agreed-to delivery date while maintaining production schedules
* Ensure timely delivery of layouts for ad sales review, APS delivery to vendors, entry into PTS against ad production/journal deadlines
* Interact with Advertising Sales, Journal Management, Local Supplier Manager, and Vendors as needed to ensure quality on-time delivery of all advertising, especially with regard to late ad space and material requests
* Passion for youth marketing, fashion, and/or action sports marketing a plus
* Proficiency in Adobe Creative Suite, Simply Measured, Sysomos, and Percolate strongly preferred