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# Example of Advertising Specialist Job Description

Our growing company is looking for an advertising specialist. 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 specialist

* Consult with Senior Counsel
* Help draft contracts/agreements in conjunction with marketing/advertising activities as appropriate
* Exhibit proficiency in the knowledge and skills essential to this role
* Keep current on evolving legal/contractual, talent residual, brand nomenclature issues and regulations
* Ensure company adheres to corporate and regulatory guidelines
* Help maintain database of executed contract/agreements
* Provide back-up for Contracts Paralegal/Specialist
* Performs Advertising related financial analysis
* Determines financial status by comparing and analyzing sales plans and forecasts with actual results
* Post journal entries to the general ledger and compile appropriate back-up if needed

## Qualifications for advertising specialist

* Experience with 3rd party ad servers such as Doubleclick a definite plus
* 2+ years in a digital optimization or digital advertising campaign analyst capacity
* Demonstrated success in delivering client/account management solutions based on identified needs
* Technical aptitude and ability to converse clearly with internal and external clients, engineering team
* Reconciliation of weekly cash deposit work
* Updates and maintains integrity of billing and sales systems