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# Example of Advertising Specialist Job Description

Our company is looking to fill the role of 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

* Understand market requirements and trends surrounding the advertising products, and continue to work closely with sales to understand their clients critical metrics
* Serve as the first point of contact for new vendor evaluation and lead the on-boarding of selected ad product vendors
* Assess product releases by working with the analytics team to evaluate performance success and revenue driven by new products
* Create strong connections to our data and audience teams to bring a more powerful offering for direct & programmatic advertisers
* Maintain in-depth expertise in the fast evolving ad technology landscape and a maintain the grasp of partners' capabilities and roadmaps
* Contribute to integration efforts with internal business groups across social, programmatic, account management, site product, and technology
* Assist in managing large ad product portfolio with high level of quality assurance/data integrity, including documentation of protocols, specs, properly associated meta data and integrations with other systems
* Work directly with Ad Operations teams on new product alignment, deployment, training, and troubleshooting
* Assist in ad product feasibility reviews for Management, Marketing and Sales as needed
* You are the type of person who takes risks when looking for novel and creative solutions to complex problems

## Qualifications for advertising specialist

* Work collaboratively with internal and external/agency partners to ensure brand campaign consistency in strategic foundation, tone, feature priorities, Corporate Identity guidelines, look/feel
* Liaise with legal team and understand all legal implications of ad message
* Experience running digital advertising banner campaigns and production
* Must work effectively and professionally with internal cross-functional groups as part of a team, external partners
* At least 5 years of sales or account management experience at an advertising/marketing agency is preferred
* Minimum of 4 years experience in a professional advertising position in agency or publisher environment