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# Example of Advertising Specialist Job Description

Our innovative and growing company is hiring for an advertising specialist. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for advertising specialist

* Monitor relevant posts across multiple social media platforms
* Review profiles, alerts, and post content
* Monitor the company's social media mailbox
* Review various reports and notify branch managers of issues detected
* Review digital and print advertising materials
* Perform social media and advertising compliance policy training
* Measure, analyze and report on metrics
* Manage ongoing on-line advertising accounts through outbound calling and inquiry response
* Team with sales and ad operations to create on-line sales campaigns and optimize their success
* Work with advertisers and agencies to manage relationships and address any concerns

## Qualifications for advertising specialist

* Incremental Sale and Cost of Sale
* Viewability, ROI
* E-Shop awareness
* 3+ years of applicable experience in the Securities industry reviewing Sales materials
* Extensive knowledge of the rules governing Securities Advertising with specific experience with FINRA and the Investment Advisers Act of 1940 Advertising rules
* Detailed knowledge of various Securities products and a strong understanding of Investment and Economic concepts