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# Example of Manager, Advertising Job Description

Our innovative and growing company is looking for a manager, advertising. 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 manager, advertising

* Execute single copy price adjustments and prepares single copy pricing plans at the direction of the Sr
* Partner closely with R&D Engineering to develop new product features that better enable our customers and improve performance
* Create adoption plans and strategies in your product area by partnering with the demand and sales teams
* Development of the value proposition for your products and features
* Help with the development of Rhythm of Business (ROB) reporting and be able to explain what is driving or offsetting monetization performance with respect to your product area
* Generate actionable insights to improve the search advertising platform, increasing both long-term revenue and relevance
* Develop and lead executive level presentations on research and monetization focused projects
* Assist with short to long-term revenue forecasts that incorporate the business strategy economic and competitive influences
* Excellent partner and publisher management
* Lead project work streams with limited oversight

## Qualifications for manager, advertising

* Sound leadership, staff management, and teambuilding skills
* 5 years in the digital video advertising environment
* Knowledge of traditional, online, and social media required
* Must have experience with managing project managers
* 5-7 years of brand marketing experience (3+ as a manager) at an entertainment company or advertising/promotion agency (entertainment industry experience preferred)
* Strong knowledge of the digital media space and new technology platforms