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# Example of Manager, Advertising Job Description

Our growing company is searching for experienced candidates for the position of manager, advertising. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for manager, advertising

* Developing mutually beneficial partnership deals internationally with luxury brands and strategic partners
* Driving the development and acquisition of new and existing partners & brand collaborators, through big idea pitches, partnership events and the creation of unique marketing contracts
* Driving INTL revenue through acquisition of new customers via new partnerships and existing successful partnerships, helping to deliver a consistent growth in line with revenue targets
* Helping to deliver 15+ partnership-focused activations across key markets in BU17, and support in part across additional multi-focused initiatives across BU17
* Optimising online, print and out of home advertising advertising performance in partnership with media agency, ensuring strong ROI is maintained with a focus on new customer acquisition
* Driving consistency across advertising and partnerships in order to deliver a global strategy across markets, supported by a local voice within markets
* Ensuring efficiencies with media partners, ensuring media partnerships work together with advertising spend to gain maximum ROI
* Work closely with PR and retention teams to ensure a holistic and optimised approach to all partnership events, ensuring that new customers acquired are qualified and valuable
* Coaching and developing a team of advertising & partnerships executives, with support from senior management
* Driving and implementing campaign strategy, and coordinate campaigns across channels and products to support teams in creating and executing innovative advertising and brand campaigns to achieve brand goals

## Qualifications for manager, advertising

* A well informed creative ‘gut’ – has spent years evaluating advertising and driving to bigger ideas
* Solid understanding of the ATL production processes including, but not limited to, 2 & 3D animation, standard filming vs CG effect timelines, know the benefits and environments suited to shooting on, and filming in, HD vs
* Minimum of 5 years general business/financial service industry experience, with 2-3 years advertising compliance and management experience strongly preferred
* Specific knowledge of FINRA, SEC and MSRB advertising rules
* Flexibility and sound business judgment
* Must currently possess FINRA Series 7, 63, and 24 or obtain within 6 months