Example of Advertising Account Manager Job Description

Powered by www.VelvetJobs.com

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

Responsibilities for advertising account manager

- Serve as an expert, internally and externally, on all aspects of digital advertising platforms with a focus on branded content, digital couponing, programmatic buying, mobile applications, and loyalty rewards
- Development of an understanding of our Digital product offerings and internal systems
- Identify, design and champion innovative ways to provide the benefits of account management on a large scale
- Hire, manage and mentor a team of Account Managers and analytics professionals
- Provide marketing ideas to grow client business through radio airtime and digital applications
- Manage all aspects of the client relationship - contracts, billing, & collections
- The Account Manager - Advertising manages digital/print advertising sales efforts for designated journals, websites and related products to maximize revenue and increase competitive market share by making a high volume of strategic calls each day
- Make strategic recommendations to improve engagement and ROI for all aspects of a client's campaign
- Develop and sell supplements to pharmaceutical and 3rd party Medical Communications/Medical Education agencies
- Complete understating of online advertising in order to sell banner ads, eNewsletters, microsites, direct email campaigns, video and other online

Qualifications for advertising account manager

- SalesForce.com or other CRM tool preferred
- Team player, working well in a cross-functional and geo-distributed organization
- Bachelor’s degree in Computer Science and/or related field and/or Technical Sales experience
- Experience using third party Ad Serving vendors like Doubleclick Studio, MediaMind, Pointroll
- Functional understanding of digital technologies (Flash, JavaScript, Streaming Video, XML)
- Well organized, self-motivated, detail-oriented individua