



Example of Advertising Executive Job Description

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

Responsibilities for advertising executive

- Managing search, shopping, display and paid social campaigns
- Bid optimisation via bidding platform
- Report back on performance
- To develop and execute the sales strategy and plan for your portfolio, exceeding the revenue targets
- Ensure all accounts have an optimum planned contact strategy
- A high amount of new business activity
- The position will develop into account management across the top customers in the portfolio of products
- Launching new products and revenue streams to maximise revenues and exceed budgets
- Works collaboratively and builds trust with key stakeholders around the business
- Working closely with the line Manager to ensure all Digital Advertising activity falls in line with the overall strategy

Qualifications for advertising executive

- Bachelor's degree from four-year College or university OR 4-6 years related experience and/or training
- A college degree or equivalent experience in sales or marketing
- Proactively canvass, pitch and secure new business across classified, display and digital advertising products
- Must have at least 3+ years of sales experience and digital knowledge

equivalent digital sales experience

- High digital sales acumen is required