



# Example of Advertising Manager Job Description

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Our innovative and growing company is looking to fill the role of advertising manager. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

## Responsibilities for advertising manager

- Perform manager role when there are multiple PMs in the group including day to day management, goal setting and management, conflict resolution, work direction, and career development
- Act as liaison between the teams stakeholders and technology to ensure that product goals are clearly defined and are being met
- Work closely with Director of Product to ensure that all business needs are being met
- Work closely with Dev Lead/Director to ensure that technology constraints such as resourcing issues or tech feasibility issues are being properly communicated to business owners
- Work closely with Product and Technology leadership to ensure that Project Management has a strong voice at the table
- Coordinate delivery of vendor copies of features to A/V vendors, both local and UK-based so they can create trailers and TV spots
- Coordinate delivery of VFX to A/V vendors
- Work with A/V vendors to create clips for promotional pieces
- Approve Spanish and FLAC TV spots
- Approve checkers for English TV spots

## Qualifications for advertising manager

- Bachelor's degree in marketing, advertising, media or related field
- A strong working knowledge of advertising, media, brand development, and

- A good understanding and experience leveraging the latest trends in paid, owned and earned media/ advertising across Print, TV, Digital and Out of home channels
- Familiarity with product range, target audience and competitor activities in key markets across EMEA
- Highly creative and imaginative abilities, being curious about products, propositions and services
- International profile and strong writing and communication skills