



Example of Advertising Specialist Job Description

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Our company is looking to fill the role of advertising specialist. 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 specialist

- Understand market requirements and trends surrounding the advertising products, and continue to work closely with sales to understand their clients critical metrics
 - Serve as the first point of contact for new vendor evaluation and lead the on-boarding of selected ad product vendors
 - Assess product releases by working with the analytics team to evaluate performance success and revenue driven by new products
 - Create strong connections to our data and audience teams to bring a more powerful offering for direct & programmatic advertisers
 - Maintain in-depth expertise in the fast evolving ad technology landscape and a maintain the grasp of partners' capabilities and roadmaps
 - Contribute to integration efforts with internal business groups across social, programmatic, account management, site product, and technology
 - Assist in managing large ad product portfolio with high level of quality assurance/data integrity, including documentation of protocols, specs, properly associated meta data and integrations with other systems
 - Work directly with Ad Operations teams on new product alignment, deployment, training, and troubleshooting
 - Assist in ad product feasibility reviews for Management, Marketing and Sales as needed
 - You are the type of person who takes risks when looking for novel and creative solutions to complex problems
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- Work collaboratively with internal and external/agency partners to ensure brand campaign consistency in strategic foundation, tone, feature priorities, Corporate Identity guidelines, look/feel
- Liaise with legal team and understand all legal implications of ad message
- Experience running digital advertising banner campaigns and production
- Must work effectively and professionally with internal cross-functional groups as part of a team, external partners
- At least 5 years of sales or account management experience at an advertising/marketing agency is preferred
- Minimum of 4 years experience in a professional advertising position in agency or publisher environment