Example of Advertising Job Description

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Our growing company is looking to fill the role of advertising. To join our growing team, please review the list of responsibilities and qualifications.

Responsibilities for advertising

- Utilze AdMall and other co-op resources to source available revenue opportunities and assign to sales teams
- Problem solves and ensures efficiency of production applications
- Administers the advertising systems used to maintain customer information and order entry processing, which includes classified and retail systems
- Works with IT department to coordinate testing and implementation of new functionality and/or new systems, modifications to current systems
- Responsible for the technical documentation of rates, product booking, troubleshooting and sales materials
- Handles daily advertising trouble calls and works through the issue resolution
- Works as liaison between all teams and IT to facilitate change requests
- Works with advertising services manager to improve overall process and process facilitation
- Supports advertising staff with Salesforce setup and training and troubleshooting
- Works in a team environment to achieve individual and team goals and provide outstanding customer service to internal and external customers

Qualifications for advertising

- Strong analytics skills, able to interpret web analytics reports and develop actionable improvements that can be applied to campaigns
- Basic knowledge of HTML and how to implement conversion tags
- Subject matter expertise in media, including Digital, TV, print, radio and out

- Subject matter expertise in digital media, with experience in print, radio, out of home and social media
- Should possess a deep knowledge of (and experience with) standard digital advertising including creative
- Thinks strategically, has a positive attitude and inspires others to the same