

## Advertising Account Executive

An advertising account executive acts as the link between the advertising agency and the client. They liaise with the clients and manage the whole advertising campaign.

### The Work

You could be:

- acting as a link between client and agency
- working with colleagues to devise a campaign that meets the client's needs
- deciding how to take the campaign forward: for example, either a single advertisement (newspaper, television or radio) or a whole series of adverts using different forms of media
- creating a portfolio of the proposed campaign to present to the client
- acting as a link amongst the different departments in the advertising agency: the art department, copywriting, and media team
- working closely with the advertising account planner
- managing the budget, account costs, invoicing and ensuring all deadlines are met
- evaluating the effectiveness of the campaign
- handling more than one client account at a time.

### Pay

The figures below are only a guide. Actual salaries may vary, depending on:

- where you work
- the size of company or organisation you work for
- the demand for the job.

Starting salaries for graduates may start around £25,000 a year. With experience this can rise to between £35,000 and £45,000. High earners at account director level may earn £70,000 a year and above.

### Conditions

- You will be office based, but will travel about a lot to meet clients.
- You will work very long hours, including evenings and, if necessary, weekends.
- Advertising work can be very stressful as deadlines are tight – some teams stay on overnight in the office to get the work finalised on time.

### Getting In

There are several ways to get a job as an advertising account executive.

- Most entrants have an HND (SCQF Level 8) or degree (SCQF Level 9-10) in a relevant subject. Advertising, business studies, communication studies, marketing or media studies are particularly relevant.

- For entry to an HND course you normally need 1-2 Highers plus some subjects at National 5. For a degree course you need 4-5 Highers.
- Courses with psychology or economics related subjects are also useful.
- Entry is very competitive. Getting work experience or a student placement in marketing, sales or communications is a distinct advantage.
- Some move into this job from other advertising jobs.
- A driving licence is useful.

## What Does It Take

You should be:

- creative and imaginative
- well organised
- able to remain calm under pressure and work to deadlines
- able to give and take constructive criticism
- confident speaking to groups and making presentations
- able to motivate and influence others
- persuasive and a good negotiator
- business aware and able to manage a budget.

You should also have:

- excellent written and spoken communication skills
- an adaptable nature
- ability to quickly grasp and analyse large amounts of information
- tact and diplomacy
- an awareness of new communications and IT technologies.

## Training

- Training is mostly on the job.
- Some agencies have a training programme for new entrants.
- The Institute of Practitioners in Advertising (IPA) offer a range of qualifications.

## Getting On

- There is fierce competition for jobs in the advertising industry. Most Scottish agencies are in Glasgow or Edinburgh.
- After gaining experience as an advertising account executive, you might apply for promotion to posts such as account director.
- You could also move into freelance or consultancy work, or set up a small or specialist advertising agency of your own.

## More Information

There are many different types of advertising agencies, but they generally fall into one of two categories:

- creative – services include company branding and the creation and management of advertising campaigns, which could be for TV, radio, magazine/newspaper or digital
- media – services include buying advertising space for clients' adverts and advising clients on how, when and where to spend their budget.

Some agencies, referred to as integrated or full service, offer a range of both types of services.

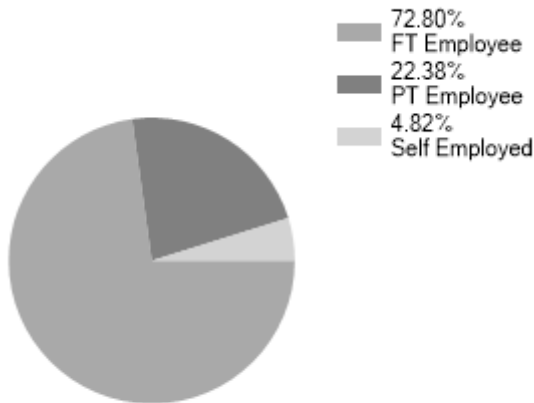
## Contacts

**Institute of Practitioners in Advertising**

Website: [www.ipa.co.uk](http://www.ipa.co.uk)

## Statistics

Employment Status UK %

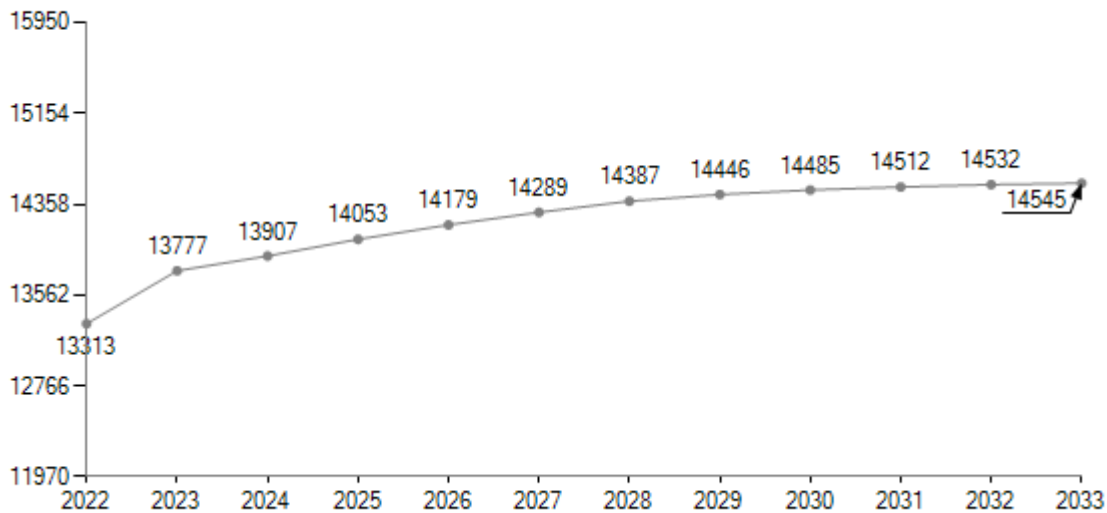


Past Unemployment - Scotland

No Claimant statistics available for Scotland.

LMI data powered by [LMI for All](#)

Predicted Employment in Scotland



LMI data powered by [Lightcast](#)