

## 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 range from £20,000 to £25,000 a year. With experience this can rise to between £30,000 and £40,000. High earners at account director level may earn £65,000 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 or degree 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) runs a Foundation Certificate which is an entry level qualification for graduates and those in the first few years of a job. The IPA Excellence Diploma is suitable for managers with experience.

## Getting On

- There is fierce competition for jobs in the advertising industry. Most Scottish agencies are in Glasgow or Edinburgh although 75% of the UK's total advertising workforce is based in London.
- 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**

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Twitter: @The\_IPA

Facebook: [www.facebook.com/theipa](http://www.facebook.com/theipa)

### **ScreenSkills**

Tel: 020 7713 9800

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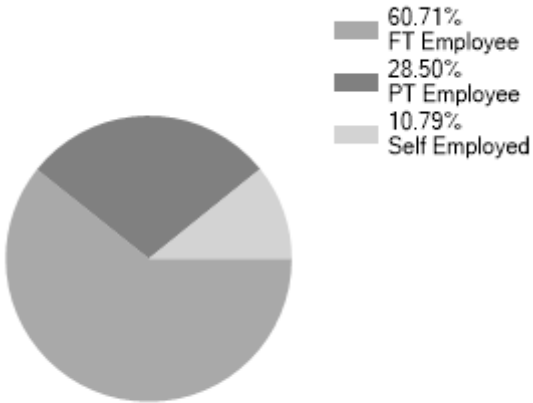
Website: [www.screenskills.com](http://www.screenskills.com)

Twitter: @UKScreenSkills

Facebook: [www.facebook.com/UKScreenSkills](http://www.facebook.com/UKScreenSkills)

Statistics

Employment Status UK %



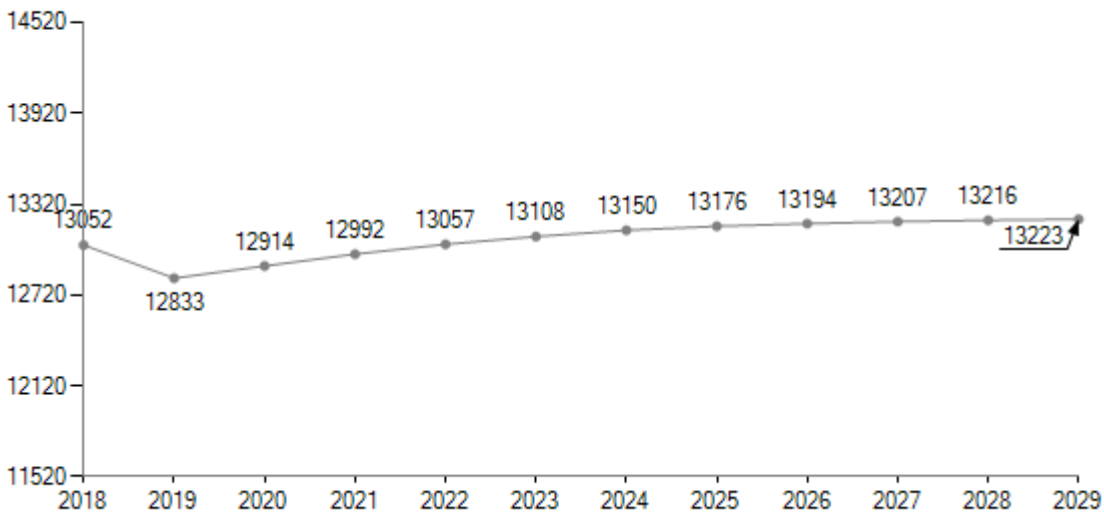
Past Unemployment - Scotland

Date	Unemployed
Dec 2018	0.04%

LMI data powered by [EMSI UK](https://www.emsi.co.uk)

LMI data powered by [LMI for All](https://www.lmiforall.com)

Predicted Employment in Scotland



LMI data powered by [EMSI UK](https://www.emsi.co.uk)