

Advertising Account Planner

An advertising account planner concentrates on the communication strategy for an advertising campaign and targets the right group of consumers.

The Work

You would normally work on more than one client account at a time. You could be:

- acting as a link between the advertising campaign and targeted consumer groups
- organising and carrying out consumer, brand and market research using a variety of methods, including focus groups and surveys
- analysing the results of the market research
- deciding on a suitable advertising campaign to suit the product and audience
- doing a presentation about the product and the target group for the agency creative team
- working closely with the advertising account executive and the creative team
- helping present the campaign plans to the client
- monitoring live campaigns and analysing data to determine their success
- monitoring cultural and social trends.

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 are between £18,000 and £22,000 a year. With experience this can rise to over £35,000 a year. High earners can get £50,000 a year or more. Sometimes there are other bonuses included in the package, such as a company car or private health insurance.

Conditions

- You will work from an office, but will travel distances for meetings with clients.
- You will work very long hours, including evenings and, if necessary, weekends.
- Advertising work can be very stressful as deadlines are tight.

Getting In

- Most entrants have a degree in advertising, business studies, communication studies, marketing or media studies. Psychology or economics related subjects are also useful.
- For entry to a degree course you need 4-5 Highers.
- Since entry is very competitive, getting work experience during the summer or a student placement in marketing, sales or communications is a distinct advantage.

- Alternatively, some move into this job from other advertising jobs.
- A driving licence would be useful for travelling to meet clients.

What Does It Take

You should be:

- interested in market research and consumer trends
- able to analyse and interpret data
- interested in people, and what influences them to buy
- able to work under pressure to meet deadlines
- able to give and take constructive criticism
- persuasive and good at influencing others
- adaptable.

You should have:

- a creative approach to problem solving
- strong spoken and written communication skills
- confidence and good presentation skills
- the ability to work well in a team.

Training

- You would usually start as a junior account planner and develop your skills on the job.
- The Communication, Advertising and Marketing (CAM) Foundation offers the Diploma in Marketing Communications which includes advertising modules. You will become a member of the CAM Foundation when you enrol on a course.
- 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 advertising workforce is based in London.
- After gaining experience as an advertising account planner, you might get promotion to posts such as advertising account executive, or an agency director.
- You could also move into freelance work which is becoming more common, or set up a small or specialist advertising agency of your own.

Contacts

CAM Foundation

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Website: www.camfoundation.com

Twitter: @CAMFoundation

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Institute of Practitioners in Advertising

Tel: 0131 555 7588

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ScreenSkills

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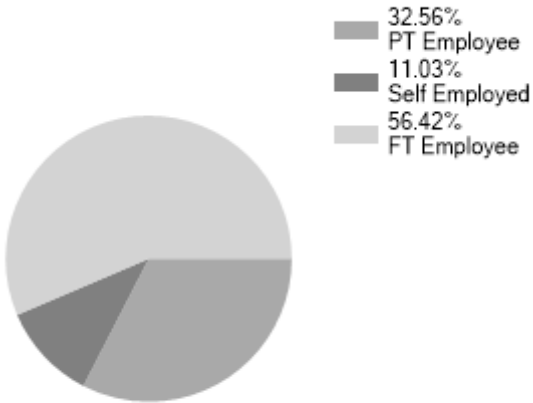
Website: www.ScreenSkills.com

Twitter: @UKScreenSkills

Facebook: www.facebook.com/UKScreenSkills

Statistics

Employment Status UK %



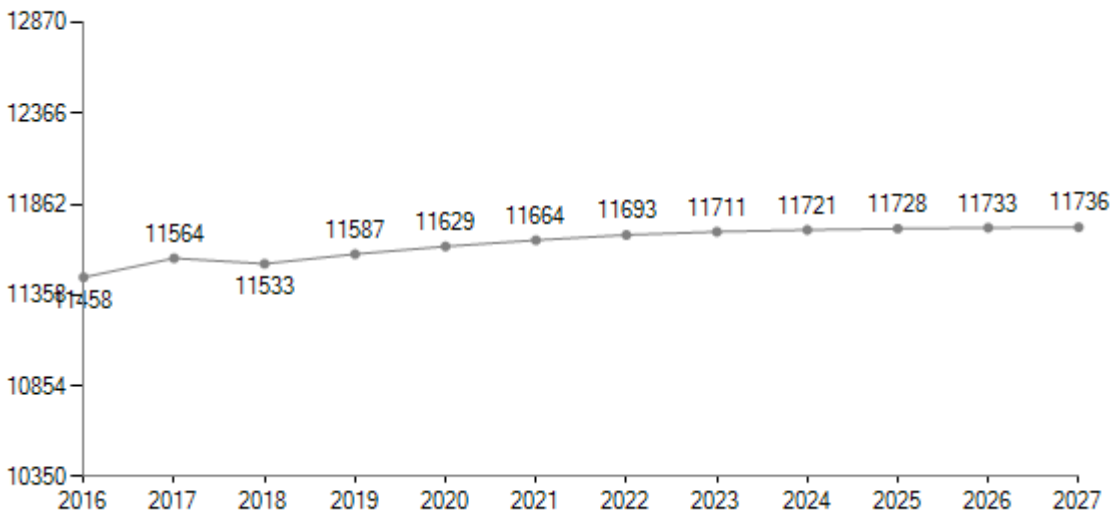
Past Unemployment - Scotland

Date	Unemployed
Dec 2016	0.15%
Dec 2018	0.04%
Mar 2019	0.04%

LMI data powered by [EMSI UK](#)

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

Predicted Employment in Scotland



LMI data powered by [EMSI UK](#)