

## 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 £19,000 and £25,000 a year. With experience this can rise to around £40,000 a year. High earners can get £60,000 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 (SCQF Level 9-10) 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 Institute of Practitioners in Advertising (IPA) offers 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 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.

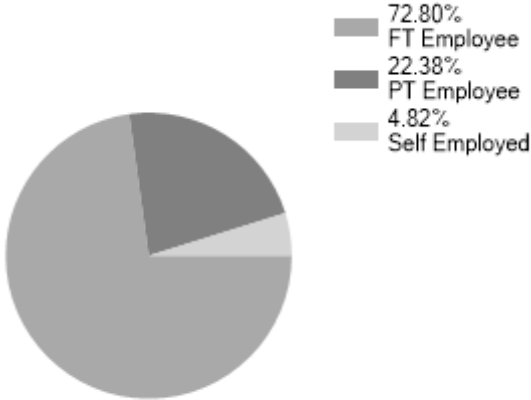
## Contacts

**Institute of Practitioners in Advertising**

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

Statistics

Employment Status UK %

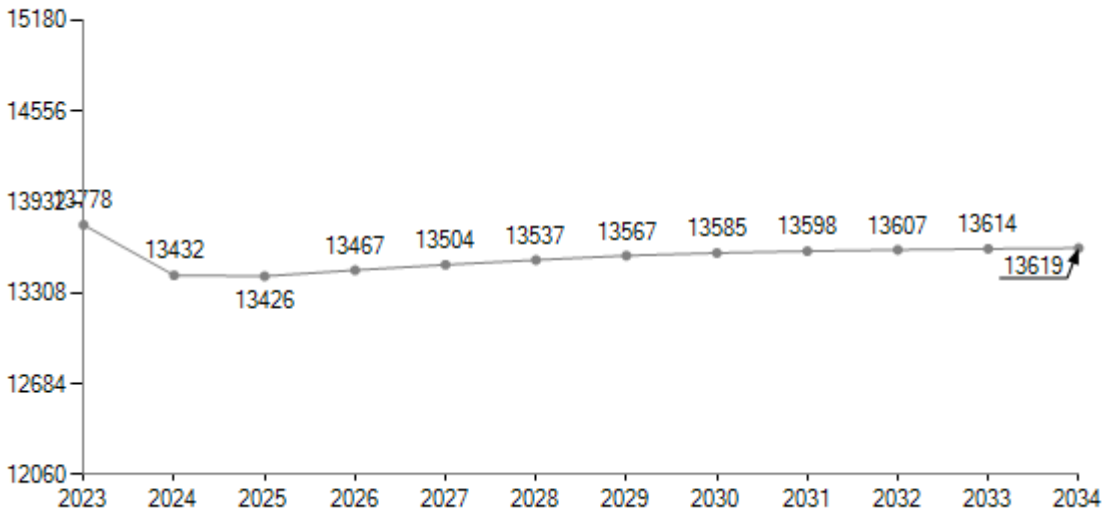


Past Unemployment - Scotland

No Claimant statistics available for Scotland.

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

Predicted Employment in Scotland



LMI data powered by [Lightcast](#)