



# Careers information sheet

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## Advertising

### What do Advertising Account Managers do?

Advertising Account Managers usually work in advertising agencies. They are the link between their clients and the agency and they plan, organise and monitor advertising campaigns in print, and on TV or radio.

The job generally requires a degree (Level 6), but not necessarily in advertising or marketing – different backgrounds can be very useful in agency teams that work with a wide range of clients. Equally important is evidence of commitment, personality and team leadership skills.

The usual route is to join an agency as a graduate trainee – as an Advertising Account Executive. In house training about the industry and developing your business and management skills will help you progress to Account Manager with responsibility for a team as well as budgets and financial forecasting. (Source: jobs4u/IPA)

There are several different pathways to become a qualified Advertising Account Manager.

- ROUTE 1 - Vocational/traditional
- ROUTE 2 - Vocational learning
- ROUTE 3 - Vocational/traditional

Go to the Key Routes web pages to see an interactive version of these – <http://www.keyroutes.org.uk/areas/creative/opt-advert.aspx>

Those without previous experience in marketing or communications may find it more difficult to get in.

### What else should I be doing?

For jobs in advertising it's a good idea to:

- become familiar with new technologies
- develop your financial management skills
- follow and analyse high profile TV and print advertising campaigns
- develop an understanding of the commercial world
- develop an understanding of the creativity process
- work on your organisational and time management skills
- organise work experience with an advertising agency or in marketing
- take part in the Aimhigher ambassador scheme at university

- read magazines about the advertising industry such as Campaign  
<http://www.brandrepublic.com>
- brush up your spelling and grammar

### **Useful links**

The Sector Skills Council for advertising is Creative & Cultural Skills  
<http://www.ccskills.org.uk>

Once in your job there are lots of opportunities for Continuing Professional Development (CPD), including developing higher level management skills or studying for a professional qualification such as Marketing.

The Institute of Practitioners in Advertising (IPA) <http://www.ipa.co.uk> is the professional institute for agencies in the advertising, media and marketing communications industry and offers CPD opportunities some of which can be taken online.

The Communication Advertising and Marketing Education Foundation <http://www.camfoundation.com> offers the CAM Diploma in Marketing Communications delivered through several study centres in the South East.

The Advertising Association <http://www.adassoc.org.uk> is a federation of organisations representing the advertising and promotional marketing industries and has careers information on their website.