

ADVERTISING

ACCOUNT PLANNING

The Account Planner acts as the bridge between the customer and the agency's account, creative, and media teams. Gains insights into customer attitudes and needs through quantitative research; qualitative research including focus groups; and competitive analysis. Translates customer insights into advertising, brand, and creative strategies.

ACCOUNT SERVICE

Are you detailed-oriented? Do you love being organized? Is crossing a project off your "to do" list one of your favorite feelings? If you answered "yes" to all three of these, then a position in Account Services could be just for you – but it doesn't stop there.

As someone who works in Account Services, you'll get to work hand-in-hand with other Account Executives along with media folks, creatives and digis (to name a few) to track workflows, brainstorm ideas, gather insights, be an extra on TV shoots, help to coordinate events, learn the ins and outs of creative briefs, contract reports and proposals... the list goes on. And on.

If you're ready for a fast-paced, high-energy career path and are open to learning a lot, then check out and apply for account services positions.

COPYWRITING

Today's copywriter is called upon to write for an ever-growing number of media – from print and television to email copy, content calendars, native content articles and website copy (to name a few).

Aside from cooking up ad copy, copywriters work closely with all disciplines. You'll meet with your account service team to talk about campaign direction, assignments and executions. You'll sit down with designers and art directors to talk layouts, visuals and type treatments. You'll visit with members of the media team to talk about what media are best suited for your target audience. And you'll chat with consumer insights specialists about what messages are going to resonate.

DESIGN

If you live, eat, sleep and breathe Photoshop, InDesign and Illustrator, then design is right where you belong. As a designer, you'll be tasked with helping develop graphics and layouts for everything you've practiced – and some stuff you haven't. The projects that design teams work on range from print layouts for magazines and billboards, to digital graphics for social posts and web banners.

Designers do a lot of learning and experimenting along the way. Whether it's how to deal with Facebook's 20% rule or how to create animations for digital media, your skill set will evolve and you'll gain valuable real-world design knowledge.

MEDIA STRATEGY

Curious about audience trends? Want to find out how and where consumers engage with media, then develop strategies to reach them? Media might be the discipline for you.

A day working in media strategy consists of corresponding with media partners, sifting through research, formulating budgets and goals, working in spreadsheets and contracting media placement. The industry's ever-changing nature means a media strategist also spends a lot of time working closely with digital and development teams, forming messaging strategies and identifying emerging technology partners to suit clients' needs.

A media strategy team sees a campaign from start to finish, beginning with the client goals and ending with ROI reporting on campaign performance. The team's world revolves around digital media more and more every day, but it's also their job to determine the best way to reach its audience and meet campaign goals – with help from the rest of the team, of course!

PRODUCTION

An advertising production manager oversees how advertisements are placed in websites, television ads, newspapers, films or magazines. They can also serve as intermediaries between clients and ad agencies when developing an advertising campaign.

PROJECT MANAGEMENT

Project managers are the glue that helps keep projects — and people — together. They are responsible for planning, organizing, managing and executing projects from beginning to end. The project scope can vary from single pieces of collateral to multifaceted, multichannel marketing campaigns. Project managers commonly work under the direction of brand managers or creative directors from whom they collect project information — deadlines, objectives, budgets, etc. They also assign individuals or entire teams to tasks within the project, while creating and managing detailed schedules throughout the duration of the project. In some instances, project managers are responsible for budget management, as they are given a specific amount of money to work with and must complete the project in accordance to the stated budget.