

# ADVERTISING SPECIALIST

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# Who is an advertising specialist?

Specialist (manager) advertising specialist or advertiser – a person who plans, creates and controls advertising promotion. Advertising is carried out by creating promotional products (videos, brochures, posters). The advertiser has knowledge in the field of management and marketing.





# Among the qualities that are necessary at work, there are:

1. Self-restraint
2. Highly developed communication skills
3. Competent speech
4. The presence of creative thinking

The advertiser needs to regularly contact colleagues and clients. It is also required to periodically analyze, studying the experience of foreign advertisers on promotion, while offering new solutions.

# ADVANTAGES

**01**

The ability to develop multifaceted creative thinking.

**02**

Communication with a huge number of people.

**03**

Participate in a variety of fun activities.

**04**

Dynamic pace of work.

**05**

Rapid career growth.

**06**

Excellent prospects.

# Disadvantages



**Great  
responsibility**

While working, the advertiser needs to find ways to complete the tasks and be responsible for the decisions made.



**Competition**



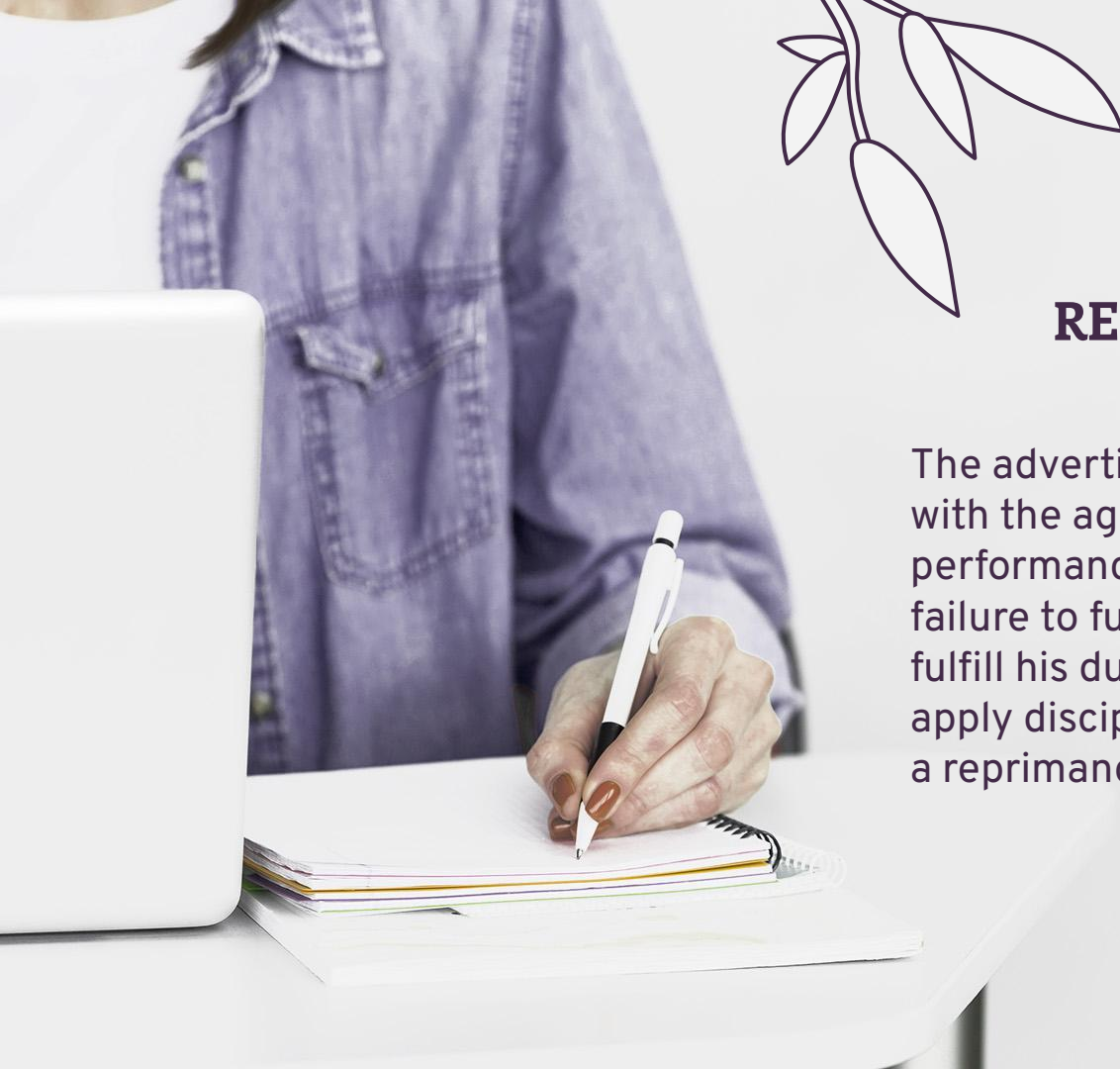
**The need to keep  
detailed reports on  
the actions  
performed.**

# JOB RESPONSIBILITIES

Job responsibilities strongly depend on the field in which the manager works. He can work in an agency, newspaper, media or on television. Usually the advertiser performs the following actions:

- develops an advertising event plan
- studies the market and the target audience of the product for the use of highly effective advertising
- organizes or independently creates advertising texts, posters or videos
- manages subordinate employees

Advertisers with extensive work experience are mainly associated with organizational processes. Beginners usually perform only a specific action (for example, create promotional products or study market features).



## **RESPONSIBILITY OF THE SPECIALIST**

The advertiser is responsible for non-compliance with the agreed terms of work, improper performance of his official duties or complete failure to fulfill the task. If an employee does not fulfill his duties, the employer has the right to apply disciplinary penalties to him in the form of a reprimand or dismissal.



**Thank you for  
your attention!**