

The process of advertising involves considerable specialised knowledge and expertise.

About people

- Their interests, preferences, needs, wants, lifestyles, expectations

About media

- Their "reach", their effectiveness, their specific appeal

About the company and its product

- And about competing companies & their products

What do Account Management people do?

It is exceptionally difficult to offer a brief definition of the role of an account person within an agency. Account management personnel, used to their fullest capabilities, perform a dual function as consultants and co-ordinators.

The job of the account service person is to understand totally his or her client's business in order to:

- a) Advise the client on a variety of marketing/strategic/financial issues.*
- b) Identify and motivate the correct agency resources to build the client's business.*
- c) Co-ordinate overall agency involvement and projects between client and agency.*

The account person is expected to be an expert on consumer behaviour and understand how the client's business relates and is perceived by the consumer. Account service personnel communicate what they know about a specific product, the total market and the consumer, as direction and background for the individuals who create and place the actual advertising.

Account Co-ordinator is an entry-level position. Responsibilities include control of client budget (monthly reconciliation), issuing of status reports, keeping track of a project as it moves through the various departments, and some limited client contact.

What does the Creative Department do?

The Creative Department is responsible for ideas. Creating them. Selling them & executing them. This includes a wide range from coupons on cereal boxes to annual reports, to print advertisements, to radio and television commercials. All are important. A Creative person's starting point is a strategy that comes on a sheet of paper from the Account Managers. With that briefing, creative sessions are held and ideas are generated and ultimately presented in preliminary, rough form.

So ... you still want to be in an Advertising Agency?

As the above information indicates, advertising is a challenging, interesting, demanding, diverse, highly skilled endeavour.

Skills

Three kinds of skills are absolutely basic:

- *Good people skills*
- *Good communication skills*
- *Good business skills*

How Do I Get A Job In Advertising?

Persistence is the best answer. In any given year there are very few jobs available for the number of applicants. Some industry leaders have estimated that fewer than one in twenty applications are successful in securing an agency position.

The best guidelines we can offer are:

- Prepare a carefully organized resume
- Send it to the individual responsible for hiring at each agency to which you apply follow up a few days later with a phone call
- Spend some time researching the industry: find out as much as you can about the agency and its clients.