

WARM UP

1 How many different jobs can you think of in the advertising industry?

Working in advertising

Advertising is a fast-moving and competitive industry. To get a job in this field, you need to be extremely determined, taking advantage of any opportunity of work experience and internship to get you ahead of the others. You must also be prepared to start at the bottom. Here are the profiles of three jobs which can be found in an integrated agency (one which offers all services), in a creative agency and in a media agency.

ACCOUNT MANAGER

The main role of an Account Manager is to act as a liaison between the client and the agency. He or she has to meet with the clients to understand their needs, keep them updated on what is happening in the projects and solve any problems. An Account Manager works with all the departments within the agency, giving briefings to the creative and strategic teams, managing the project and ensuring deadlines are met and budgets respected. An Account Manager should have a good understanding of all the advertising business. He or she needs to be people-oriented, sociable, with strong written and oral communication skills in order to convey information clearly and convince clients. Other personal qualities include being well-organised, good at solving problems and flexibility. The work is very fast-paced and varied. Although often quite well-paid, an account manager is expected to work well under pressure and respect strict deadlines, with little regard to traditional working hours. There may be a lack of job security if the agency loses major clients and business.

COPYWRITER

A Copywriter is the creative mind who writes copy, that is the words that will be used in any form of advertising or marketing, from the slogan for a print ad or the script for a TV ad to a page on a website or company brochure. Copywriters can work for agencies, as well as 'in house' in private and public sector companies. After a briefing to discuss the client's needs, target audience and the advertising strategy to be adopted, a Copywriter often works together with an Art Director to create an idea that will be attractive to the target audience while at the same time satisfying the various client demands. A Copywriter needs to be imaginative and creative, with lots of new ideas and the ability to think 'outside the box'. The work environment is often quite informal but the hours can be long and there is a lot of pressure to complete work within the given deadline. It offers a lot of job satisfaction, but a Copywriter must also be able to accept criticism and rejection of his/her work.

MEDIA PLANNER/BUYER

A Media Planner is the person responsible for deciding which media to use in a campaign in order to communicate effectively with the client's target audience. A Media Buyer negotiates with media owners to get the best possible rate and space/airtime/position. Sometimes these two roles can be covered by a single person. Media planning involves having an in-depth knowledge of the media (whether it is TV, print or digital media) and then analysing the data and statistics in order to select the best ones for a successful campaign. It is also important to keep up-to-date with developments in the industry and competitors' strategies. As well as negotiating rates, a Media Buyer has to manage the media bookings, prepare cost reports and analyse the effectiveness of the advertising campaign. The two teams must coordinate with each other to ensure the campaign runs on time and to budget. Both Media Planners and Buyers need to work well as part of a team, have good IT skills and be confident at dealing with data and statistics. They should be well-organised, with strong attention to detail.

Source: IPA (The Institute of Practitioners in Advertising) – www.ipa.co.uk

ACTIVITIES

READING COMPREHENSION

2 Read the three job descriptions and complete the table for each one.

Job Title	Role	Description of tasks	Personal qualities and skills
<i>Account Manager</i>	<i>liaise between client and agency</i>	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

SPEAKING

3 Discuss these questions in small groups.

- Which of these three jobs do you find the most/least interesting? Why?
- Do you have any of the necessary personal qualities for these positions? Which ones?
- Do you think advertising would be an interesting field to work in? Why/Why not?
- What opportunities are there in advertising in your area/country?