



Getting an Advertising Consultant Job

Everywhere you turn, there is media. Without its presence, television, radio, magazines, and newspapers would not be able to survive on the air or in print. A successful business would not function as well without effective marketing. A great public image is vital to get the attention of people to expand your business. And more business owners are using advertising/marketing consultants to get that attention.



A good advertising/marketing professional or agency knows exactly what actions to use to effectively advertise a business's service or product(s). They are trained to handle the media and clients. Therefore, that leaves the business owner to deal with other business needs.

So how do you get that [job in advertising](#)? It requires you to go to school to earn a degree in Bachelor of Science in Advertising. This degree covers the creative and business aspect of advertising. It starts with design, color theory, typography, and both business and advertising. You will need to build up your communication skills using words and visuals. Along with business and marketing sense, you will develop proper application of your creativity.

Advertising is a powerful tool in influencing people by the use of catch phrases, designing, and launching social trends. To do this you need to be able to use Adobe Photoshop, Quarkpress, and Adobe Illustrator effectively. You also need to learn media budgeting through which you can buy advertising space in newspapers, television, and radio.

A Bachelor's degree in Advertising will prepare you to get an entry-level position such as an assistant account executive, [media job](#), or buyer at advertising agencies, boutique service agencies, and/or company advertising departments. Then when you gain the experience, more opportunities will come such as art, copywriting, graphic designing, and media research.

When you are well-qualified and earn your bachelor's degree, there are a whole lot of new opportunities that will open for you in the field of advertising, such as:

Advertising Consultant

Responsibilities: You will be responsible for managing,

implementing, and consulting on projects with the use of core DoubleClick platform, DART for Publishers and Sales Managers. You will be working with clients and business teams in different locations to ensure business agreements and various projects success. The job may require matrix management and ability to work under pressure.

Education Requirements: A Bachelor's degree in the Arts and Science, a strong background in RDBMA, SQL, HTTP Protocols, and JavaScript.

Classified Advertising Consultant

Responsibilities: You will require sales experience and people skills with the focus on helping clients with advertising for new and existing clients using cold-calling, outbound, and outside calls. Being able to work under pressure is necessary for [jobs in advertising](#).

Education Requirements: Degree in information technology, Software Engineering, Programming, eCommerce, SQL, Hypertext, HTTP, Java Script.

Independent Marketing and or Advertising Consultant

Responsibilities: In this advertising consultant job, you will be able to advise businesses with their marketing strategies.

Education Requirements: A Bachelor's degree in Marketing and or Business Administration is desirable for this job. However, the ability to foster business relationships and to write and design advertisements and negotiate with the media is what is looked for.

Internet Marketing Consultant

Since the web is huge, people may not find a business website without some help. That is where an Internet Marketing Consultant comes in. This is someone who helps establish a business online so that it is easier to find by the targeted audience.



Advertising Career Feature

The web search goes both ways — you might be looking for an advertising consultant or you are the consultant looking for job. Many sites online are dedicated to helping you find that advertising consultant job. Sites like AdvertisingCrossing will help you land jobs with clients like McCann, Campbell-Edwald, DraftFBC, Saatchi, and Saachi, Arnold Worldwide, Postater and Associates, Crispin Porter and Bogusky, and many others.

AdvertisingCrossing is among other advertising job boards that people join in order to advance their careers and be part of a quality group of professionals seeking top-quality positions at the most prestigious companies. These boards make sure that their members get exposure to the largest collection of top-level companies that are advertising job openings, which include Fortune 500 companies. Joining one of these boards is in your best chance view a complete list of the advertising

job opportunities that are out there. They also keep you up to date on industry news and other kinds of career advice.

Therefore, as you can see everywhere you turn, there is media. Without a [media job](#), businesses would not be able to gain the attention of customers to buy their products and services to stay in business. After all that is why they are in business — to make money. And media is often times the only way some businesses make their money like television, radio, magazines, and newspapers. They sell airtime or space to businesses to promote their business by running commercials or advertisements. It is a cycle of you-scratch-my-back-and-I-scratch-yours. In addition, businesses employ advertising consultants to handle that part of the business for them, which frees the business owner to deal with other parts of the business.

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