



## Requirements for Getting Advertising Communications Jobs

Every industry has managed to commercialize almost every occasion of the year, convincing people of the need to buy products and various services. Thanks to these companies' great teams of advertising specialists, they continually enjoy millions and billions of dollars of sales in every quarter of the year. [Advertising jobs](#) covers the jobs that focus on advertising, marketing, promoting, and managing products and services, and the recruitment of qualified people for advertising jobs in various companies has exponentially increased. These jobs have become some of the most coveted jobs in the country, and as the competition between brands and rival companies heats up, the companies and brands rely on their advertising teams to get ahead in the game with their promotional and advertising campaigns. In bridging the gap between the product or company and the client or consumer, these jobs take credit for a significant part of the income or profit generated by a company. That is why it is imperative for companies to constantly seek out people who excel in [advertising sales jobs](#) or [jobs in advertising](#).

Large firms and companies usually handle numerous products and services which are distributed nationally and even worldwide. It is the responsibility of an executive vice president to direct and spearhead the overall advertising, marketing, promotional, and public relations campaigns of the company. However, it is the people in the advertising or marketing department that are responsible for cooking up ideas and orchestrating campaigns that are based on various market and consumer reports and their own thorough research. That is why it's important for people in these jobs to be creative, resourceful, and savvy in conducting various methods of research, particularly regarding the patterns and nature of consumers' buying trends. In this regard, having a college degree or work experience in communications, business, sales, or marketing strategies is of great advantage when qualifying for such jobs.

There is also an existing hierarchy and career classification for [jobs in advertising](#). An advertising manager is responsible for managing the given company's advertising and promotions staff. In small firms, it is the manager's duty to take charge of the accounts as well as the operations of the creative and media services department. He or she maintains client accounts, assesses the need for advertising, and leads the researchers in developing the subject matter and presentation of advertising. Marketing managers are responsible for developing the firm's marketing strategy in detail. Subordinates include product development managers and market research managers. Together, they estimate the demand for the product and service offered by the company and test the market to attract potential clients, customers, and users. Public relations managers are solely responsible for dealing with public relations issues. They direct publicity programs for targeted audiences. They basically use the media

to make the company or the product known to its target market or client base.

Advertising jobs are all about building rapport with customers and clients. They also entail the task of clarifying issues surrounding the product, service, or company and informing the public of the availability of goods and services. People who are planning to pursue a career in this field should possess creativity, artistic abilities, and great communication skills. Because of the importance of being constantly visible, securing one of the [jobs in advertising](#) is tailor-made for people who are extroverts. Managers in advertising are hands-on in dealing with almost every transaction that the company makes. They are very much involved in the initial phase of marketing a product or service, ensuring the profits that the company makes in its operations. The efforts of these managers are magnified in every product and advertising campaign. Hence, high visibility leads to job promotions.

There are a wide range of educational backgrounds that would qualify people for jobs in advertising. While most employers prefer those who have related work experience, some prefer fresh graduates and new talents, providing training programs for skills development. Since there is an existing hierarchy for these jobs, the qualification for each level of job would correspond to a specialty or specific educational background.

Understandably, entry-level jobs in advertising will be given to those who are new in the industry, such as fresh college graduates or professionals who are trying to get work in a new field. Management jobs or managerial positions are usually given to those with impeccable work experience. Individuals with a bachelor's or master's degree in business administration, business law, management, economics,



Advertising Career Feature

accounting, finance, math, or statistics will be qualified. Individuals with good management skills and work experience will easily be welcomed in this career, for they will be able to provide strategy-based information for a

company. The advertising industry is very competitive; everyone must expect keen competition in applying for advertising sales jobs.

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