



Advertising Executive Recruiters: An Overview

In today's world, advertising is one of the biggest and most powerful industries. Advertisers create the commercials and promotions which help consumers decide how to spend their money, what to think and believe, and how to behave. They have incredible power in shaping our world and our products. But to make the best use of this power, the advertising firms need to carefully choose their executives and that's where advertising executive recruiter jobs enter the picture. If you have ever considered being one of these advertising executive recruiters, below you'll find more information on the specifics of the job and on the outlook for this career's future.



What to Expect from Advertising Executive Recruiter Jobs

Regardless of whether you are one of the [advertising](#) executive recruiters or another type of

[recruiter](#), your job responsibilities won't be much different. Your job will be to find the right candidates for companies when positions become available. While that may not seem difficult, many recruiters today are facing extreme challenges when trying to track down good possibilities for these types of positions.

Obviously, you're going to need to be extremely familiar with the company for whom you will be doing the recruiting. If you are specifically called upon to look for advertising executives, you will probably be a freelancer or will be part of a consulting firm specializing in these services. That means you will need to do extensive [research](#) into the company and its needs before you can begin your search for the ideal candidate.

Another challenge is figuring out where to find the candidates who would be the best choices for the available openings. In most cases, recruiters have traveled around the country, attending job fairs, and visiting college campuses to find the best new talent. However, when you are holding advertising executive recruiter jobs you will need to find people who have more experience and who are currently working in the field.

To find these potential candidates, you may need to go online and browse sites where people would post their resumes in search of these types of available openings. You may also use an existing network of contacts to find out who has the most potential in the industry and who may be unhappy with their current position. Getting to know the advertising executives

you recruit can be useful because these relationships can help you in finding job candidates and in locating new jobs for yourself.

Besides simply being able to locate candidates, you will also be responsible for evaluating them. This might include conducting interviews, handling testing, contacting references, and more. You will also need to be familiar with laws related to hiring and firing, including the Equal Employment Opportunity laws.

Training Required for Advertising Executive Recruiters

You are unlikely to find a degree program at most universities for this specific area of interest. That means if you are interested in filling advertising executive recruiter jobs you'll want to decide on a course of study that will best prepare you for the position. Many universities and business departments offer majors in human resource areas and this may be useful because you'll learn about many of the techniques and laws that will be useful when you are recruiting. Having a background in advertising yourself can also be an asset because you will have the foundation necessary to ask tough questions directly related to the industry.



More important than your [education](#) background, however, is your past experience. Before you can become one of these successful advertising executive recruiters, you will need some experience and a track record of success. The best way to gain this experience is by taking a lower level recruiting position within a human resources department. You do not necessarily need to work directly with the advertising industry at first but working in recruiting will give you the



Career Tips

basic background and experience future clients will be looking for when they hire someone to handle this important task for them.

You will also need to possess a number of personality characteristics that will be beneficial to you in this position. For example, you need excellent written and verbal communication skills so you can talk to the potential candidates and so you can come across as a professional when talking to candidates and to clients. Also, you must be willing to persevere. Finding the right person can be a challenge and it may not happen right away. You have to be willing to stay focused and keep working on the task until you find someone who will be a good fit for your client.

Since you will probably be working for yourself, it would be a good idea to have some knowledge of business administration as well. This may also help you as you are searching for executives to help run these advertising firms.

Job Outlook

From the more than 850,000 human resources jobs currently held in the United States, only about 197,000 of them are for

recruiting. An even smaller percentage is focused exclusively on advertising executive recruiters. That means you are looking at a very competitive niche. However, recruitment jobs are expected to grow faster than average up to 2016. Whether that includes this particular niche remains to be seen. After all, many advertising companies are also engaging in major restructuring and that could reduce the number of executive positions in the firms in the first place. On the bright side, more candidates may be available for potential jobs in the near future.

Your best chances of securing these positions will be if you have a solid background in human resources or businesses with a minor in advertising. Having experience in recruiting is also important.

Pay Expectations

On average, recruiters who specialize in finding people for management positions earn almost \$50,000 per year. However, in this area you could expect to earn more, especially since most advertising firms are based in New York which has a higher cost of living.

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