

# Advertising Executive Job description

Description of your role at Crafted

Classified as confidential

Department Advertising  
Reporting to Head of Advertising

## Job Description.

Summary of the main objectives of the job.

Support with the delivery of online advertising campaigns for small to medium sized accounts (Tier 3 and 2 clients) with the potential to support larger scale projects as required. Optimise and improve the performance of accounts, with support and often under direction, while suggesting possible future enhancements to processes and strategy.

## Position in the organisation.

Details of your team structure and line manager.

You will report to the Head of Advertising and/or a Group Advertising Strategist. You will work closely with other Search Departments and Client Services. You will be given regular support and guidance by more senior colleagues and will often be working under the direction of a client lead or "Principal".

## Key responsibilities and tasks.

Examples of key accountabilities of the role.

- Responsibility for day-to-day delivery and management of small to medium-scale advertising accounts and projects, or as part of a group working on a larger more complex client
- Support the Search department's workflow
- Helping to analyse trends and find insights and actions in the large amounts of data at our disposal
- Support the account management function with client reporting, statistics, and opportunities
- Work as part of a team or on your own taking responsibility for projects throughout their lifecycle and taking onboard input from senior members of the team
- Able to attend and when appropriate lead client meetings for small and medium-sized accounts, often as part of the wider team and with more senior support
- Prepare major client communications such as meeting preparation with the support and guidance of senior members of the team, with the aim to progressing without support
- Positively contribute to the strategic direction of client accounts and communicate with both internal and external stakeholders

## Experiences and competencies.

Details of knowledge, skills, and experience required of the role.

We have a strong focus on personal development and know 'good people' can build upon skills to make them the right fit for the role. However, we do need you to have a certain level of experience. For this role, we need you to have:

A good understanding of at least one of the following:

- Paid search principles and platforms
- Paid social advertising
- Online display advertising

## Advertising Executive Job description

### Description of your role at Crafted

- The interplay between digital marketing channels
- Relevant platform and/or industry qualifications (e.g. Google Ads)
- Proficiency in Excel to the level of functions, formulas, and tables
- Creative thinking when faced with a problem to identify the issues and suggest actions

### Behaviours.

You will show diligence in your approach to your work, building internal and client confidence in your ability to deliver what is expected. Positive and confident you will not be afraid to ask questions or to make suggestions but will also willingly take onboard feedback. You will apply your knowledge across clients and be observant of good practice elsewhere, with a drive to learn and improve.

We will expect you to be proactive in finding solutions to problems and be enthusiastic about digital advertising, taking pride in delivering to external and internal clients.

### Crafted's values.

Our values are more than just words on an office wall. They provide direction for your decision making, how to conduct yourself, and how you can have a positive impact on the business.

### Go Deliver.

Expertise and quality in all we do  
Commitment to keeping our promises  
Taking ownership and finding solutions

How to apply it:

You take pride in delivering quality work. You know that it's better to show, not tell, and you'll confidently share your knowledge and expertise in a way that helps those you work with. You're committed to the task and can be counted on to keep your promises.

### Go Together.

Being dependable and considerate  
Flexibility and willingness to support each other  
Being respectful of others  
People first culture

How to apply it:

You appreciate, and encourage sharing of, other people's views, ideas, and opinions. If you see a person struggling, you're finding ways to support them. Equally, if you're having a tough time, you seek support. You know that the whole is greater than the sum of all our parts.

### Go Beyond.

Impact outside of our four walls  
Exceeding expectations  
Striving for better

How to apply it:

## Advertising Executive Job description

### Description of your role at Crafted

You're motivated to discover, learn, and adopt new things. You're not afraid to challenge assumptions and look at the bigger picture. You bring enthusiasm to your day-to-day and it helps you to outperform expectations. You have a positive impact outside of your specific responsibilities.

### Declaration.

This job description is not exhaustive but is provided to assist the post-holder to know what their main duties are. It may be amended from time to time without changes to levels of responsibility appropriate to the grade of the post and in discussion with the post-holder. Crafted is an equal opportunities employer.