



ADVERTISING AND MEDIA EXECUTIVE

Reference Number: ST0644

Details of standard

Occupation summary

This occupation is found in the Advertising and Media industry which is worth over £20bn to the UK economy. People in the industry create messages (campaigns) which are intended to inform or influence the people who receive them. Agencies exist in every part of the UK and range in size from two people to thousands, however the majority are Small to Medium sized businesses, where they always work as part of a team of internal and external people. The broad purpose of the occupation is helping the day to day progress of the whole advertising process, from receiving the brief from the marketing team, including objectives, budget and timescales, through to the measurement of how effective the advertisement has been. They also understand how the component parts are successfully orchestrated, with effective trade-offs being made as the process continues and evolves. In their daily work, an employee in this occupation interacts with many other people, processes and systems. (For example the client, 3rd party suppliers, the broad team at the agency.) They help campaigns move forward, coping with inevitable set-backs and changes in direction (some at the last minute), whilst showing collaboration and maintaining relationships with all. Usually they report to an Account or Media Manager.

They usually specialise in one of two parts of the advertising process: the first is the process of producing the advertisement (creative); the second is the process of distributing the advertisement (media). Apprentices must therefore complete the core apprenticeship and one of these options. It is important that whatever part they specialise in they have an understanding of the 'other' part – decisions taken in the creative part of the process have substantive consequences for the distribution to media part, and vice versa. An employee in this occupation will be responsible for creative or media campaigns.

An Advertising and Media Executive Creative Specialist will be responsible for: working with creative producers (television/film producers, radio producers, designers, copywriters, art buyers) to assist them in their decision making. This might include providing a briefing regarding competitive brands to assist their decisions. They monitor the progress of the creative producers and evaluate their output, keeping team updated e.g. via

status reports. They are aware of how the creative work helps the client's marketing objectives. They also keep abreast of the latest trends within the industry, providing examples of best practice to the creatives.

An Advertising and Media Executive Media Specialist is responsible for: interacting with and getting the best out of automated platforms, using their awareness of what programmatic/automatic buying can do (e.g. evaluate and bid for, in real time, thousands of optional spots e.g. Facebook, TV) and what it cannot do (be certain that spot is the right environment for the message). They understand clients' marketing objectives and help link to the media where they might place their advertising. They will assist in planning campaigns by providing the team with up to date media metrics. They are aware of the performance and trends of different media options and take this into account when discussing with the team. They help build and maintain relationships with media owners and use this to help negotiate rates strategically and tactically, conscious of long-term relationships.

Occupation duties

Duty

Criteria for measuring performance

KSBs

D1 Work as part of a team to receive briefs from the client and help coordinate responses from the agency to feedback to them>

Working effectively as part of a team

K1
S1

Timelines clear

S2
B1 B2
B3

Job docs accurate

D2 Assist the account or media manager in monitoring campaign costs and budget plans and prepares budgetary information such as accurate bills, purchase reviews, maintaining and producing expense reports (in accordance with company policy) to help support the process

Accuracy of reports/documents in accordance with company policy and client requirements

K2 K3
S3 S4
B1 B2

D3 Arrange and attend meetings, conferences, seminars, client presentations as required, keeping and disseminating relevant notes

Accurate and timely records and actions

K4
S5
B2

Attention to detail

D4 Support the day to day running of accounts and the seamless management of communication plans,

Account/campaign kept on track

K5 K6
S6 S7

monitoring progress and ensuring others involved in the process are on track, whether peers, senior colleagues or third parties (such as other agencies), understanding everyone's responsibilities.

Actions of peers, senior colleagues and third parties (including suppliers and customers) kept on track

B5 B6

Recognises, listens to and influences people under pressure

Understands and suggests trade-offs between quality, cost and timescales

Prioritises successfully for the optimum outcome for the client and the agency

D5 Check projects to ensure the legal, ethical and regulatory issues for advertising and media have been adhered to

Adheres to the legislative, regulatory and ethical standards, complies with the organisation's policies and procedures

K7
S8
B7 B2

D6 Co-ordinate internal client account status meetings and maintain accurate and timely status reports using e.g. PowerPoint and properly structured emails, showing high attention to detail

Accurate and timely records and actions

K2
S3
B8 B2

Attention to detail

D7 Recognise, listen to and influence people under pressure to help keep campaigns on track, calm situations, and maintaining collaborative and long-term relationships e.g. by managing expectations

Collaborative, long term relationships

K9 K6 K10
S10 S7 S11
B5 B1 B6 B8

Manages expectations

Recognises, listens to and influences people under pressure

Shows empathy and patience

D8 Maintain information systems (e.g. client files, job start forms) and (often new) technologies to collate data to ensure the project is delivering what is required and to maintain evidence and a record of this

Assists in ensuring project is delivering what is required as agreed in the brief

K8
S9
B9 B2

Maintains evidence/record of all projects

D9 Chase up 3rd party suppliers, clients and team

Assists in ensuring project is delivering what is required

K10

members e.g. for approvals, quotes, actions

as agreed in the brief

S11
B5 B4 B2

Maintains evidence/record of all projects e.g. minutes and/or contact reports of decisions

D10 Understand and suggest trade-offs between quality, cost and timescale, prioritising successfully, to help get the best possible outcome in a given set of circumstances e.g. client wants it cheaper

Manages expectations and influences decisions

K5 K8
S6 S9
B9 B1 B5

Shows empathy and patience

Time management

Complies with the organisation's policies and procedures

D11 Ensure the correct sign-offs (e.g. for proofs, media plans) are obtained at relevant stages in the project

Maintains audit trail

K6 K11
S7 S12
B2 B1

D12 Carry out relevant market research such as Mintel, Mediatel, Target Group Index (TGI) and digital data to help identify target audience (recognising the consumer journey), advise team on competitor activity, and ensure project reaches key consumer audiences

Using appropriate market research

K9
S10
B7 B9

Helps ensure campaign/projects reaches key audiences

Timely and insightful reporting

D13 Research the client's business, its industry and challenges in order to assist more senior colleagues to deliver campaigns with a full range of agency services including digital or sell other agency services.

Timely and insightful reporting

K1 K12
S1 S13
B9 B2

Attention to detail

Advertising and Media Executive Creative Specialist option duties

Duty	Criteria for measuring performance	KSBs
Option duty	Obtains the right data	
<p data-bbox="116 231 560 271">1:</p> <p data-bbox="116 303 560 494">Work with creative producers (television/film producers, radio producers, designers, art buyers, copywriters) to assist them in their decision making.</p>	<p data-bbox="604 231 1635 311">Keeps the creative producers updated, including latest production and media trends, best practice and advises on this when appropriate</p> <p data-bbox="604 343 1635 383">Keeps accurate notes on client requests and decisions about creative work</p>	<p data-bbox="1680 231 1816 271">CK1, CK2</p> <p data-bbox="1680 303 1816 343">CS1, CS2</p> <p data-bbox="1680 375 1816 414">B7, B2</p>
Option duty	Timely and insightful reporting	
<p data-bbox="116 686 560 726">2:</p> <p data-bbox="116 758 560 909">Provide briefing regarding competitive brands to assist senior colleagues in developing brand strategy</p>		<p data-bbox="1680 686 1816 726">CK5</p> <p data-bbox="1680 758 1816 798">CS5</p> <p data-bbox="1680 829 1816 869">B7</p>
Option duty	Assist in making sure the agency's response to the client e.g. the creative	
<p data-bbox="116 1101 560 1141">3:</p> <p data-bbox="116 1173 560 1361">Appreciate that the client's business goal is important and assists in making sure that this is reflected in the agency's response to the client need</p>	<p data-bbox="604 1101 1635 1189">idea presented, always reflects that the business goal is paramount, and helps obtain the right data on the effectiveness of the agency in meeting the business goal</p>	<p data-bbox="1680 1101 1816 1141">CK4, CK3</p> <p data-bbox="1680 1173 1816 1212">CS4 , CS3</p> <p data-bbox="1680 1244 1816 1284">B9 , B2</p>

Option duty

Recognises, listens to and influences people

4:

Understanding win:win to maintain long term relationships

CK6

Help build and maintain long term relationships with their opposite number at the client and use this to influence the client's decision making

CS6

B5 , B4

Advertising and Media Executive Media Specialist option duties**Duty****Criteria for measuring performance****KSBs****Option duty**

Timely and accurate communication e.g. around media channels and media buying

KM2

1:

Be up to date with the basics of most media channel options and regulations, including able to interact with automated platforms and use their awareness of programmatic/automatic buying to help evaluate and bid for, in real time, thousands of optional spots e.g. on Facebook or TV

SM2

B7

Option duty

Uses the right platforms

Knowledge

2: Evaluate how the message/creative idea is best distributed to the target audience effectively KM4, KM5

Understand the client's business objectives and help link to the most appropriate media for the advertising SM4, SM5

Obtains the right data B7, B1

Option duty

Obtains the right data

3: Accurate and timely reporting KM3

Assist in planning campaigns by providing the team with up to date media metrics SM3

B2, B9

Option duty

Recognises, listens to and influences people

4: Understanding win:win to maintain long term relationships KM1, KM2

Help build and maintain relationships with media owners and use this to negotiate rates strategically and tactically, conscious of long term relationships SM1, SM2, SM6

B6, B4

KSBs

Knowledge

K1 The role creative and media plays for clients and the links to commercial objectives

K2 Project management techniques

K3 The systems and digital technologies that are used in agencies such as Sage, scheduling tools and Excel

K4 Construction of accurate and timely reports and minutes

K5 The lifecycle of an advertising campaign i.e. what needs to happen when

K6 The different roles performed by different agencies (mainly media and creative), different parts of agencies and the core services of their own organisation

K7 The key legal, regulatory and ethical issues for advertising and media, e.g. advertising to children, data regulation with relevance to advertising, General Data Protection Regulation compliance

K8 The commercial dynamics of advertising and media

K9 The foundation advertising landscape and how it is changing e.g. the impact of digital technology and platforms, the proliferation of options for content and media, the complex consumer journey to purchase, the rise of big data, the corporate landscape, how advertising's effectiveness is evaluated

K10 Principles of third party (e.g. client, supplier, regulatory body) management and delivery

K11 Understands the value the supply chain can provide e.g. digital marketing

K12 Understands the digital landscape and how it impacts on any given campaign

CK1 The creative process/dynamic and how people operate in that environment; how to communicate effectively with each group

CK2 New creative and production techniques, tools and trends e.g. using Influencers to reach audiences, using Snapchat Stories, how to use virtual reality, the possible benefits of Artificial Intelligence

CK3 Understand the different elements of a creative idea (copy and art direction) and its execution, understanding the relative importance of those different elements, e.g. does a change to the execution change the idea?

CK4 Understand how the effectiveness of a campaign is measured against client business objectives

CK5 Understand the fundamentals of why brand building is important

CK6 How to influence people e.g. listen to them, always try for win:win

KM1 The media buying process/dynamic and how people operate and negotiate in that environment

KM2 New media buying techniques, tools and trends e.g. new programmatic (automated) media buying platforms; using new digital mediums such as Twitter, Spotify; new data sources from Google and others

KM3 Up to date media metrics e.g. latest Google Adwords, latest viewing figures from Broadcasters Audience Research Board

KM4 Understands how the location and timing of media interacts with creative content

KM5 Understand how media planning and buying is evaluated short and long term

Skills

S1 Identify the ways in which creative and media can help organisations to achieve corporate objectives

S2 Dispassionately structure problems and approaches to solving them

S3 Manage projects using project management techniques in order to ensure campaigns are on track, e.g. accurate timing plans, and they are also successfully managing their to do list

S4 Make use of the systems and technologies that are used in agencies to help plan, budget and bill

S5 Produce professional communication e.g. correct names, spelling, grammar, branding on e.g. PowerPoint, emails, minutes, reports

S6 Manage timelines effectively, prioritising appropriately

S7 Apply knowledge of the interface and the dynamics of the different agencies (mainly media and creative) for a smooth flow of work

S8 Adhere to the legislative regulations that apply in the advertising and media industry plus their own organisational policies and procedures

S9 Demonstrate some upward, some supplier and client management around commercial realities e.g. a new digital opportunity or a TV production problem

- S10** Help solve practical and creative problems (e.g. report on consumer habits, gathering useful data around evaluation) within defined budgets and timescales, influencing outcomes without jeopardising relationships
- S11** Use third party management techniques combined with interpersonal skills (e.g. active listening, and influencing) to communicate effectively with all, e.g. coordinating response to a client brief
- S12** Ensures the delivery of that supply chain value, on time
- S13** Deploy the right digital medium to guarantee the most effective result e.g, using Google Analytics to check key words
- CS1** Communicate with clients, colleagues, regulatory bodies (such as the Advertising Standards Authority or Clearcast), suppliers (such as photographers or research companies); by phone, in meetings, through presentations, in emails and written documents such as agendas, competitive reviews, proposals, minutes of calls/meetings, status reports. Co-ordinate feedback.
- CS2** Apply their understanding of creative and production techniques to help the idea appear in the correct format
- CS3** Apply their understanding of the different elements of a creative idea to help evaluate the different elements and guide the execution phase to protect the most important ones
- CS4** Help obtain the right data
- CS5** Able to understand and report differences in ways competitor brands market themselves
- CS6** Ability to influence people e.g. clients to buy amended creative work or authorise a late invoice
- SM1** Coordinate responses to media owners and intermediaries (including automated platforms), helping manage all aspects of the process.
- SM2** Apply their knowledge of media buying to communicate with clients, colleagues, regulatory bodies (such as the Advertising Standards Authority), media owners (such as commercial television channels, newspapers/magazines, billboard companies etc.), or media intermediaries/platforms (such as programmatic advertising platforms, Facebook, Google); by phone, in meetings, through presentations, in emails and written documents such as a media plan
- SM3** How to access the media metric data and report it accurately to the team regularly
- SM4** Help research how the message/creative idea might be best distributed to reach the target audience in the most effective way e.g. time of day, and make recommendations based on this
- SM5** Help obtain the right data
- SM6** How to negotiate for long term relationships

Behaviours

- B1** Flexible problem solver with ability to help the team prioritise effectively
- B2** Shows attention to detail
- B3** Embraces problems as challenges to be solved, displays 'can-do' attitude
- B4** Behaves with versatility and others respond positively to them (they are "likable")
- B5** Display empathy and patience with a variety of different personality types and others respond positively to them
- B6** Exhibits curiosity about people, their motivations and how to get the best out of them
- B7** Exhibits curiosity about the industry, positive approach to learning
- B8** Shows resilience (e.g. doesn't take things too personally, keeps going through difficult situations)
- B9** Takes responsibility for learning under pressure

Qualifications

English and Maths qualifications

Apprentices without level 2 English and maths will need to achieve this level prior to taking the End-Point Assessment. For those with an education, health and care plan or a legacy statement, the apprenticeship's English and maths minimum requirement is Entry Level 3. A British Sign Language (BSL) qualification is an alternative to the English qualification for those whose primary language is BSL.

Other qualifications (Title / Level)

- IPA Foundation Certificate / 3

Professional recognition

- IPA / Foundation This standard will be reviewed after three years.

Additional details

Occupational level: 3

Duration (months): 18

Review>

This standard will be reviewed after three years.

Crown copyright © 2017. You may re-use this information (not including logos) free of charge in any format or medium, under the terms of the Open Government Licence. Visit www.nationalarchives.gov.uk/doc/open-government-licence

Version log

VERSION	DATE UPDATED	CHANGE	PREVIOUS VERSION
1.1	08/11/2018	Funding band first published - standard now approved for delivery	Not available
1.1	28/06/2018	Assessment plan first published	Not available
1	28/06/2018	Standard first published	Not available