

## Advertising Consultant 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.**

Responsible for delivery of high-quality online advertising campaigns for clients with medium to large-sized accounts, drawing on support where necessary. Optimise and improve the performance of the accounts while suggesting possible future enhancements, working independently but with the support of senior members of the team if required. When required, adopt a client-facing role alongside Client Services, representing accounts on behalf of the Advertising team.

### Position in the organisation.

**Details of your team structure and line manager.**

You will report into the Head of Advertising and/or a Group Advertising Strategist. You will work closely with other Search Departments and Client Services.

### Key responsibilities and tasks.

**Examples of key accountabilities of the role.**

- Responsibility for day-to-day delivery and management of medium to large-scale advertising accounts or as part of a group working on a larger more complex client
- Take responsibility for projects throughout their lifecycle, sometimes leading a small account team as a client Principal, and take onboard input from senior members of the team
- Suggesting possible future enhancements to both client projects and wider team processes with the support of the Head of Advertising
- Support the Client Services function with client reporting, statistics and opportunities where required
- Use analytical skills, helping to analyse trends and finding insights and actions in the large amounts of data at our disposal
- Be able to have direct contact with clients of all levels and other stakeholders to answer questions, provide insight or analysis on technical and strategic elements, with only occasional support from more senior members of the agency.
- Alongside Client Services, prepare for and lead meetings for tier 2 and 3 clients and occasional tier 1 clients, in order to confidently represent the Advertising service - with only occasional support from more senior members of the agency.
- Positively contribute to the strategic direction of client accounts and communicate with both internal and external stakeholders
- Occasional support with new business conversations, for example with background insight or strategic suggestions to meet their brief
- Working independently to set personal deadlines and manage workflow, while taking shared ownership and involvement with wider work planning

### 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:

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- Ability to deliver successful creative and effective online advertising campaigns in highly competitive markets.
- Excellent understanding of at least one of the following:
  - Paid search principles and platforms
  - Paid social advertising
  - Online display advertising
  - 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
- Analytical skills to perform in-depth technical and competitor audits
- Creative thinking when faced with a problem to identify the issues and suggest actions
- Understanding of marketing online, and the interplay between various disciplines
- In-depth use of analytics packages to monitor progress and identify trends

### Behaviours.

You will be confident to offer a range of solutions to client demands and challenges. Coming across to the client as assured and knowledgeable in your areas of experience, stepping up where necessary. There will be a thirst for knowledge that drives you to analyse and understand client needs and their business.

We are expecting you to be able to react in an agile way, promptly responding to internal and external enquiries. Anticipating deadlines and taking diligent ownership of actions on client accounts. You will be proactive about developing yourself to leave clients confident in Crafted to deliver their needs.

We need you to proactively manage expectations and seek advice and guidance to ensure a consistent approach across the team. You will be good at presenting concepts to internal and external stakeholders while maintaining and developing your commercial awareness.

### 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**

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### **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:

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.