

Advertising and Media Executive Apprenticeship

Overview of the role

Details of standard

This standard has options. Display duties and KSBs for:

All Advertising & media executive creative specialist Advertising & media executive media specialist

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 setbacks 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.

Typical job titles include:

Advertising and media creative specialist Advertising and media executive Advertising and media executive media specialist

Core occupation duties

DUTY	CRITERIA FOR MEASURING PERFORMANCE
<p>Duty 1 Work as part of a team to receive briefs from the client and help coordinate responses from the agency to feedback to them</p>	<p>Working effectively as part of a team Timelines clear Job docs accurate</p>
<p>Duty 2 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</p>	<p>Accuracy of reports/documents in accordance with company policy and client requirements</p>
<p>Duty 3 Arrange and attend meetings, conferences, seminars, client presentations as required, keeping and disseminating relevant notes</p>	<p>Accurate and timely records and actions Attention to detail</p>
<p>Duty 4 Support the day to day running of accounts and the seamless management of communication plans, 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.</p>	<p>Account/campaign kept on track. Actions of peers, senior colleagues and third parties (including suppliers and customers) kept on track. 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</p>
<p>Duty 5 Check projects to ensure the legal, ethical and regulatory issues for advertising and media have been adhered to</p>	<p>Adheres to the legislative, regulatory and ethical standards, complies with the organisation's policies and procedures</p>
<p>Duty 6 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</p>	<p>Accurate and timely records and actions Attention to detail</p>
<p>Duty 7 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</p>	<p>Collaborative, long term relationships. Manages expectations. Recognises, listens to and influences people under pressure. Shows empathy and patience</p>

DUTY**CRITERIA FOR MEASURING PERFORMANCE**

Duty 8 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.
Maintains evidence/record of all projects

Duty 9 Chase up 3rd party suppliers, clients and team members e.g. for approvals, quotes, actions

Assists in ensuring project is delivering what is required as agreed in the brief. Maintains evidence/record of all projects e.g. minutes and/or contact reports of decisions

Duty 10 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. Shows empathy and patience. Time management. Complies with the organisation's policies and procedures

Duty 11 Ensure the correct signs offs (e.g. for proofs, media plans) are obtained at relevant stages in the project

Maintains audit trail

Duty 12 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. Helps ensure campaign/projects reaches key audiences. Timely and insightful reporting

Duty 13 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. Attention to detail

Option duties

Advertising & media executive creative specialist duties

DUTY**CRITERIA FOR MEASURING PERFORMANCE**

Duty 14 Work with creative producers (television/film producers, radio producers, designers, art buyers, copywriters) to assist them in their decision making

Obtains the right data. Keeps the creative producers updated, including latest production and media trends, best practice and advises on this when appropriate. Keep accurate notes on client requests and decisions about creative work

Duty 15 Provide briefing regarding competitive brands to assist senior colleagues in developing brand strategy

Timely and insightful reporting

Duty 16 Appreciate that the client's business goal is important and assists

DUTY

CRITERIA FOR MEASURING PERFORMANCE

in making sure that this is reflected in the agency's response to the client need

Assist in making sure the agency's response to the client e.g. the creative 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

Duty 17 Help build and maintain long term relationships with their opposite number at the client and use this to influence the client's decision making

Recognises, listens to and influences people. Understanding win: win to maintain long term relationship

Advertising & media executive media specialist duties

DUTY

CRITERIA FOR MEASURING PERFORMANCE

Duty 18 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

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

Duty 19 Understand the client's business objectives and help link to the most appropriate media for the advertising

Uses the right platforms. Evaluate how the message/creative idea is best distributed to the target audience effectively. Obtains the right data

Duty 20 Assist in planning campaigns by providing the team with up to date media metrics

Obtains the right data. Accurate and timely reporting

Duty 21 Help build and maintain relationships with media owners and use this to negotiate rates strategically and tactically, conscious of long-term relationships

Recognises, listens to and influences people. Understanding win: win to maintain long term relationships

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

K13: The creative process/dynamic and how people operate in that environment; how to communicate effectively with each group

K14: 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

K15: 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?

K16: Understand how the effectiveness of a campaign is measured against client business objectives

K17: Understand the fundamentals of why brand building is important

K18: How to influence people e.g. listen to them, always try for win: win

K19: The media buying process/dynamic and how people operate and negotiate in that environment

K20: 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

K21: Up to date media metrics e.g. latest Google AdWords, latest viewing figures from Broadcasters Audience Research Board

K22: Understands how the location and timing of media interacts with creative content

K23: 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

S14: 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.

S15: Apply their understanding of creative and production techniques to help the idea appear in the correct format

S16: 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

S17: Help obtain the right data

S18: Able to understand and report differences in ways competitor brands market themselves

S19: Ability to influence people e.g. clients to buy amended creative work or authorise a late invoice

S20: Coordinate responses to media owners and intermediaries (including automated platforms), helping manage all aspects of the process

S21: 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

S22: How to access the media metric data and report it accurately to the team regularly

S23: 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

S24: Help obtain the right data

S25: 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 & Maths

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 mandatory qualifications

IPA Foundation Certificate

Level: 3

Professional recognition

This standard aligns with the following professional recognition:

IPA for Foundation

Additional details

Occupational Level:

3

Duration (months):

12

Review

This apprenticeship standard will be reviewed after three years

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