



AGENCY DEPARTMENT/POSITION DESCRIPTIONS 2018-19

Got a question about the path you want to take? Check out the descriptions below for an introduction to advertising agency departments. You'll be asked to note your top two choices on the MAIP application.

Note: the following are general descriptions of ad agency departments. Intern responsibilities will vary by agency.

Account Management:

The official middleman of the ad industry. The account manager figures out the client's needs, relays it to the agency, advocates all sides, and keeps communication rolling.

Art Direction:

The creative department's eyes, art directors grasp the big picture of the ad and communicate it visually. These are artists with a vision, with a core understanding of design. They work in tandem with a copywriter to produce messaging that works.

Comms Planning:

Comms planners integrate creative and media through strategic thought. They take a look at tactical briefs, messaging frameworks, and ecosystems – providing thought into how an idea is integrated. While comms planners are sometimes otherwise known as media planners, they focus more on the tactical details between media and creative.

Copywriting:

The wordsmith, they're the cunning linguists who write what you read, see, and hear. The art director's traditional partner in crime.

Creative Technology:

Creative technology is still a growing space in the industry. Two common profiles include:

- Heavier on the technology side with coding/developer skills, true understanding of full stack development. Knows how to use technology in inventive ways, and not just for utility or functionality.
- Heavier on the creative side, with a lean toward knowing or understanding tech for the use of creativity. This type of person may be in UX/UI or other traditional visual arts. They speak tech, but may not have hard coding skills.



Data Analytics/Measurement:

The analyst collaborates closely with the account managers to provide deliverables related to numbers and data. This may include breakdowns of website traffic, periodic updates, and ad trafficking. A love of numbers and understanding how they contribute to success is key.

Digital/Interactive Design:

These creative make web content cool. Internet content needs to be designed with users in mind; this designer creates a world of clickable, watchable, and playable material.

Diversity & Inclusion:

It's no secret that advertising, like nearly every industry, has a diversity and inclusion program. (Hopefully if you're applying to MAIP, you're aware of and care about this).

D&I professionals work on programming, reporting, and analysis of the diversity and inclusion of multicultural employees (otherwise known as talent), agencies, and networks... all in the hopes of building an inclusive, welcoming industry. If you're purpose-driven and ambitious, this could be a great path to explore.

Human Resources (Core HR, Recruiting, Learning and Development):

The department with a reputation we're hoping to change for the better, Human Resources professionals in advertising work toward providing employee resources, and reasons to stay. This includes retention efforts, training and education programs, and recruitment. In an industry where work is the new grad school, the HR department provides meaningful results to both the agency and the talent.

Integrated Production:

Once the creative team makes an ad, producers gather the necessary people, places, and things to create what we actually see on TV and other forms of media. The agency production team turns ad ideas into realities.

Media Buying & Planning:

If you see adult diaper commercials on Disney, you know the media planner has been fired. Media people make sure slots for ads are purchased, and strategize the who, what, when, where, why, and how of ad placement. Thanks to media folks, commercials reach the right people, at the right time.

**Project Management:**

The most organized person on the team. Project Managers (or PMs) piece together the entire project by managing and allocating deadlines. They make sure everyone's happy and has their sh*t together, even when the deadline's been pushed up four times already.

Public Relations:

People say the wildest things; PR reps make sure it doesn't harm the company. These professionals manage public opinions, give the company a voice and a little time to shine with press releases, social media presence, and stunts made to stir some buzz. Where advertising professionals measure their success by revenue, PR reps may measure theirs by reputation of their client.

Social Strategy:

Social strategists and community managers ideate the overall vision of a client's social presence, making sure each tweet, Instagram post, and Live recording contributes to the brand at large. If you've got your Instagram game right, this might be the job for you.

Strategy:

Strategists/account planners look at the who, what, and how of advertising campaigns. By looking at market and behavioral trends, strategists piece together research with relevant conclusions to create the company and agency's game plan for communicating with the masses.

UX/UI:

Another rapidly growing space in advertising, the UX/UI Designer translates creative work into work that also functions easily for our audiences. UX/UI Designers ensure high-quality user interface for all digital assignments. Knowledge of usability testing, graphic design, wireframes, and creative and technical skills are required.

For more info on disciplines and to check out ad agency job descriptions, visit the [4A's Job Descriptions site](#). Note: you need to be a 4A's member/working at a 4A's member agency to access these files. Email maip@4as.org if you have any questions.