



IfATE

Shaping skills training

Standard Draft Preview

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Standard in development

L3: Advertising and media executive

Version 1.1

Title of occupation

Advertising and media executive

UOS reference number

ST0644

Core and options

Yes

Option title/s

Advertising & media executive creative specialist

Advertising & media executive media specialist

Level of occupation

Level 3

Occupational maps data

Route: Sales, marketing and procurement

Pathway: Marketing

Cluster: Marketing Assistant

Typical duration of apprenticeship

18 months

Target date for approval

01/01/0001

Resubmission

No

Would your proposed apprenticeship standard replace an existing framework?

No

Does professional recognition exist for the occupation?

No

Regulated occupation

Is this a statutory regulated occupation?

No

Occupation summary

This occupation is found in the Advertising and Media industry. People in the industry create messages called campaigns to inform or influence the people who receive them. Advertising and Media 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.

The broad purpose of the occupation is helping the day to day progress of the advertising process, from receiving the brief to setting budget and timescales. Individuals would also measure how effective the advertisement has been.

In their daily work, an advertising and media executive will work with many other people for example the client, suppliers, other agencies and the broad team at their agency. It is important they can work well with others and maintain relationships. They help campaigns move forward, coping with set-backs and changes in direction. 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 also known as the creative process. The second is the process of distributing the advertisement through media. Apprentices must therefore complete the core apprenticeship and one of the two options advertising or media. It is important that whatever part they specialise in they have an understanding of the other option as decisions taken in the creative part of the process have 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 to assist them in their decision making. They monitor the progress of the creative producers and evaluate their output, keeping the team updated for example 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, for example AI, sustainability and diversity providing examples of best practice to the client and team.

An Advertising and Media Executive Media Specialist is responsible for: interacting with and getting the best out of automated platforms and programmatic buying to evaluate and bid for, in real time, thousands of optional spots for example on Facebook or TV. They understand clients' marketing objectives and assist in planning campaigns by providing the team with up to date media metrics so that the advertisement is the best price at right time and place to reach the chosen target. They are aware of the performance and trends of different media options. They help build and maintain long term relationships with media owners and use this to help negotiate rates.

Typical job titles

Advertising and media creative specialist

Advertising and media executive

Advertising and media executive media specialist

Are there any statutory/regulatory or other typical entry requirements?

No

Core occupation duties

DUTY	KSBS
<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>K1 K16 K17 K27 S1 S2 S13 S16 S19 B1 B2</p>
<p>Duty 2 Assist the account or media manager in monitoring campaign costs and budget plans and prepares budgetary information</p>	<p>K2 K3 K16 K28 S3 S4 S16 S19 B1</p>
<p>Duty 3 Arrange and attend meetings, conferences, seminars, client presentations as required, keeping and disseminating relevant notes</p>	<p>K4 K27 S5 S13 B1</p>
<p>Duty 4 Support the day to day running of accounts and the management of communication plans. Monitoring progress and ensuring others involved in the process are on track, for example colleagues, third parties or other agencies</p>	<p>K5 K6 K16 K27 K28 S6 S7 S16 S19</p>
<p>Duty 5 Check projects to ensure the legal, ethical and regulatory issues for advertising and media have been adhered to</p>	<p>K7 K14 K17 K24 S8 B1 B4</p>
<p>Duty 6 Co-ordinate internal client account status meetings and maintain accurate and timely status reports</p>	<p>K2 S3 B1 B5</p>
<p>Duty 7 Recognise, listen to and influence people in high pressure situations. Work with the team to calm situations and keep campaigns on track, maintaining collaborative and working relationships.</p>	<p>K6 K9 K10 K27 K28 S7 S10 S13 B5</p>
<p>Duty 8 Maintain information systems to collate data to ensure the project is delivering what is required and to maintain evidence and a record of this</p>	<p>K4 K8 K16 S9 B1</p>

Duty 9 Follow up third party suppliers, clients and team members for example for approvals, quotes and actions	K10 K11 S10 B1 B3
Duty 10 Suggest trade offs between quality, cost and timescale, prioritising successfully, to help get the best possible outcome in a given set of circumstances	K5 K8 S6 S9
Duty 11 Ensure the correct signs offs for example for proofs, media plans are obtained at relevant stages in the project	K6 K11 S7 S11 B1
Duty 12 Carry out relevant market research such as Mintel, Mediatel, Target Group Index (TGI) and digital data to help identify target audience.	K9 B4
Duty 13 Recognising the consumer journey, advise team on competitor activity, and ensure project reaches key consumer audiences.	K1 K2 K5 K6 K8 K14
Duty 14 Research the client's business, its industry and challenges to assist senior colleagues in delivering campaigns with a full range of agency services including digital services or selling other agency services.	K1 K4 K12 S1 B1
Duty 15 Follow organisational policies and procedures for example equity, diversity and inclusion and environmental sustainability.	K7 K18 K24 K26 S5 S8 S10 B3 B6
Duty 16 Following organisational policies and procedures on the use of digital tools for example zoom and generative artificial intelligence.	K3 K12 K14 K25 S4 S5 S8 S21

Option duties

Advertising & media executive creative specialist duties

DUTY	KSBS
Duty 17 Support creative producers with decision making.	K13 K14 S14 B1 B4
Duty 18 Provide briefing regarding competitive brands to assist senior colleagues in developing brand strategy	K13 S17 B4
Duty 19 Review clients' business goals and implement these in the agency's response to meet clients' needs.	K13 K15 S15 B1
Duty 20 Build and maintain working relationships with stakeholders and use this to influence the client's decision making.	K11 K18 K27 B3

Advertising & media executive media specialist duties

DUTY	KSBS
Duty 21 Keep up to date with the principles of a range of social media channels and regulations, including how to buy with automated platforms.	K7 K12 K20 B4
Duty 22 Understand the client's business objectives and help link to the most appropriate media for the advertising	K4 K8 K16 K21 K22 K23 S1 S12 S20 B4
Duty 23 Assist in planning campaigns by providing the team with up to date media metrics	K4 K8 K12 K21 S12 B1
Duty 24 Build and maintain relationships with media owners and use this to negotiate short and long term rates to benefit the client.	K10 K11 K18 K19 K20 S12 S18 S21 B3

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 for example Teams, Sage, scheduling tools and Excel

K4: Methods and approaches for reporting and documentation

K5: The lifecycle of an advertising campaign

K6: Roles and services offered by agencies, departments within agencies and their interactions

K7: The key legal, regulatory and ethical issues for advertising and media, for example sustainability, equity diversity and inclusion, advertising to children, data regulation and Artificial Intelligence

K8: The commercial dynamics of advertising and media

K9: Theory and history of advertising including evolving advertising trends. For example how humans make decisions, gender representation and proliferation of media opportunities

K10: Principles of management and delivery of third parties for example client, supplier and regulatory body

K11: The value the supply chain can provide

K12: The digital landscape and how it impacts on any given campaign

K13: The creative process and how people operate in that environment

K14: New creative and media, trends for example influencers, virtual reality and 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

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

K17: Fundamentals of brand building

K18: Influencing and negotiating techniques

K19: The media buying process

K20: Media buying techniques, processes, channels, tools and trends, for example best alternative to a negotiated agreement, how to buy using automated platforms, depth of data and influencer marketing

K21: Media metrics for example latest Google Adwords, latest viewing figures from Broadcasters Audience Research Board

K22: Location and timing of media interaction with creative content

K23: Approaches to the evaluation of media planning and buying, both short- and long-term

K24: Principles and policies of equity, diversity, and inclusion in the workplace

K25: Digital tools and software including those used to communicate and interact with a range of key stakeholders

K26: Policies and procedures relating to environmental impact and sustainability

K27: Professional communication methods for stakeholders

K28: Problem solving technique to generate ideas to solve a problem

Skills

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

S2: Objectively structure problems and approaches to solving them

- S3:** Manage projects using project management techniques in order to ensure campaigns are on track maintaining relationships
- S4:** Use industry recognised systems and technologies that are used in agencies to plan, budget and bill
- S5:** Produce communications for example on PowerPoint, emails, minutes and reports using industry terminology and professional language
- S6:** Manage and prioritise workload to meet agreed timelines
- S7:** Apply knowledge of the interface and the dynamics of the different agencies for a smooth flow of work
- S8:** Adhere to legislative regulations that apply in the advertising and media industry
- S9:** Upward supplier and client management related to commercial realities for example a new digital opportunity or a TV production problem
- S10:** Use negotiating and influencing techniques for example to communicate with different audiences or authorise a late media opportunity
- S11:** Delivery of supply chain value, on time
- S12:** Deploy digital mediums to guarantee results for example using Google Analytics to check key words
- S13:** Communicate with clients and stakeholders accurately and by selecting the appropriate method
- S14:** Use creative and production techniques to help the idea appear in the correct format
- S15:** Support the execution phase to maintain the key creative idea.
- S16:** Support stakeholders in obtaining the data they need to complete tasks, for example demographics and metrics.
- S17:** Report differences in ways competitor brands market themselves.
- S18:** Coordinate responses to media owners and intermediaries for example using automated platforms
- S19:** Access the metric data and report it to the team
- S20:** Provide support to research how the message or creative idea might be best distributed to reach the target audience for example time of day, the right place and make recommendations based on this
- S21:** Use digital collaboration tools to work with colleagues and key stakeholders

Behaviours

- B1:** Shows attention to detail

B2: Embraces problems as challenges to be solved

B3: Engage with different stakeholders professionally demonstrating the values of the organisation

B4: Exhibits curiosity about the industry, demonstrating a positive approach to learning

B5: Shows resilience keeps going through difficult situations

B6: Prioritises sustainable practices for example reducing paper waste, turning off unused lights, car sharing or using public transport to travel for business meetings

Qualifications

English and 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.

Does the apprenticeship need to include any mandated qualifications in addition to the above-mentioned English and maths qualifications?

Yes

Other mandatory qualifications

IPA Foundation Certificate

Level: 3

Consultation

The trailblazer group consulted with their professional networks. The group responded to feedback changing knowledge, skill and behaviour statements as a result.

Progression Routes

Supporting uploads

Mandatory qualification uploads

Mandated degree evidence uploads

Professional body confirmation uploads

Subject sector area

9.3 Media and communication