

# Company Name

Street Address  
Your City, ST ZIP

## YOUR LOGO

- 1) Right click here
- 2) Select "Change Picture"
- 3) Navigate to your logo
- 4) Insert

## YOUR PLACE IN THE COMPANY: **Advertising Assistant**

**YOUR LEADER:** Branding Manager

**WHO YOU LEAD, TEACH AND SUPPORT:** None

**HOW YOU HELP THE COMPANY SUCCEED:** Establish and continually improve the company's profile, goodwill and market penetration using digital contacts, media, publicity and special event programming.

### **MAIN RESULTS EXPECTED FROM YOU:**

- Create and develop all advertising, printed materials and digital media consistent with the Unique Value Proposition and the Position Statement.
- Create and execute an annual media calendar encompassing all forms of market contact and showing approximate dates and costs for each marketing campaign.

### **MAIN WORK YOU DO:**

- Prepare advertising schedules.
- Document advertising materials.
- Take advantage of all available discounts and special offers when making media purchases.
- Secure written agreement for all media purchases.
- Develop and execute outbound marketing campaigns.
- Develop and execute inbound marketing campaigns.
- Make all advertising and publicity claims consistent with the ability of the company to deliver on those claims.

The information above represents the **minimum** expectations for this position.

Please feel free to exceed those expectations.