**Company Name**



Street Address

Your City, ST ZIP

**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.