



Advertising Associate

Famous Luxury Brand – Hybrid - Midtown, NYC

Overview:

An exclusive Luxury Brand is seeking an Advertising Associate to support their team. Based in Midtown Manhattan, this hybrid position reports to the Director of Advertising and joins a team of experienced Advertising, Media, and Communications professionals to support the success of a variety of Advertising initiatives.

A minimum of three years' relevant Advertising industry experience working for an Agency or the Client side is required. Strong EXCEL & POWERPOINT skills are critical.

The Advertising Associate will work on supporting a range of advertising initiatives to ensure the impact and success of our advertising strategy and key partnerships. We are looking for a self-starter, with great communication skills, who is committed to effective teamwork. An understanding of the luxury advertising landscape is desired but not required.

Strong knowledge of Digital Landscape and Media Partners is essential.
Experience working with Podcast Advertising is a plus.

The ideal candidate will have curiosity and ability to discover, learn and gather data and information about the media landscape, various channels, and partners. Additionally, success in the role will require strong analytical skills to support the Analytics Specialist in qualitative reporting. Experience in the media planning process is required along with thoughtful leadership and attention to detail.

The ideal candidate will have the ability to work with multiple teams within the Advertising and Communications department.

Key Responsibilities:

Guarantees that all tasks, responsibilities, special assignments and projects for Advertising and Partnerships are completed to the Brand's standards of excellence including the following:

- Budgets are followed and budgeting decisions are made based on analysis and understanding.
- Internal budget roll-up across multiple media initiatives is managed in a way that guarantees all billing matches the budgets, invoices are received and sent to finance.

- Brand's strategic goals are supported through the execution of all Advertising activities across all media channels.
- All contextual environments considered are aligned with Brand's initiatives and strategies.
- Media planning process across print & digital including all relevant negotiations is handled with integrity and aligns with Brand's strategy and vision.
- Partner Agencies and vendors execute deliverables to Brand's standard of excellence.
- Effective monitoring of all media executions to ensure KPIs are delivered, and plan summaries are complete.
- Effective communications with sponsoring team to ensure proper execution of contractual media elements.
- Effective communication with media community at all levels with integrity by projecting the highest level of professionalism in all discussions and meetings when discussing the brand.

Skills:

Strong written and oral communications skills

Relevant computer skills – Microsoft Outlook, Excel, and PowerPoint

Budgeting

Media planning

Digital media

Podcast Advertising

Attention to detail

Time management

Organizational skills

Interpersonal skills

Strategic thinking

Luxury Industry knowledge