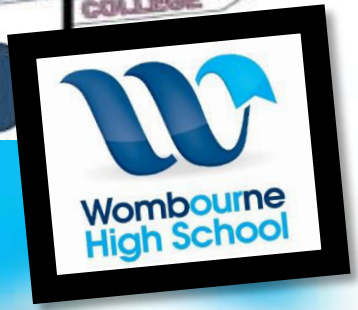


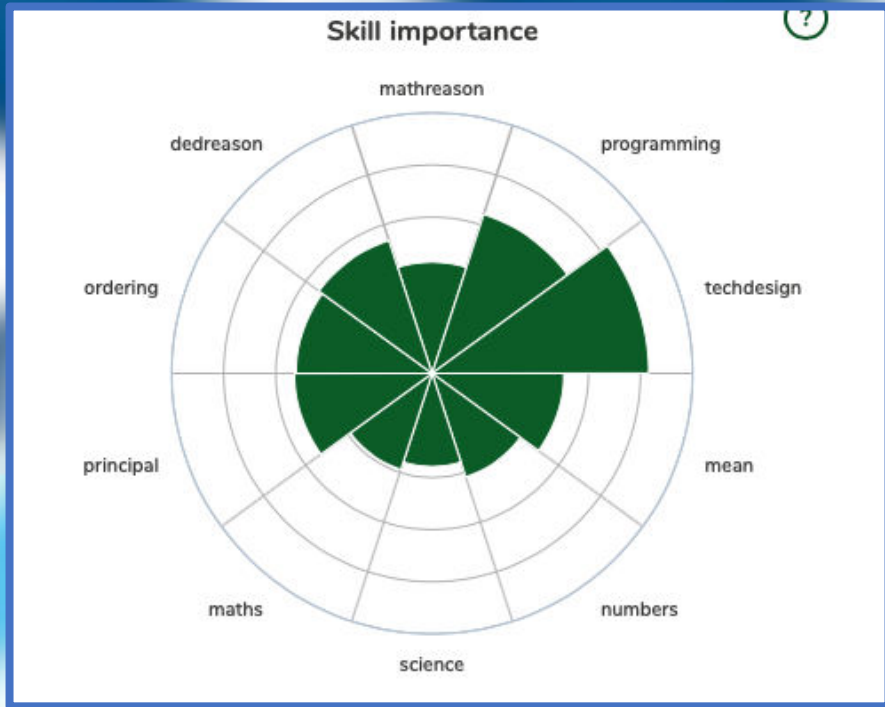


Careers 2020



Media Officer

**Career Of The Week Date:
25/10/2021**



Media Officer



£36,920

average salary

The UK average salary is £28,758



31

average weekly hours

There are 37.5 hours in the average working week



50% male 50% female

The UK workforce is 47% female and 53% male



Description

Advertising accounts managers and creative directors plan, design, organise and direct the advertising activities of an organisation.

Qualifications

Entry is generally via career progression from related occupations. There are no pre-set entry standards, but in practice most directors hold a degree. Off- and on-the-job training is provided.

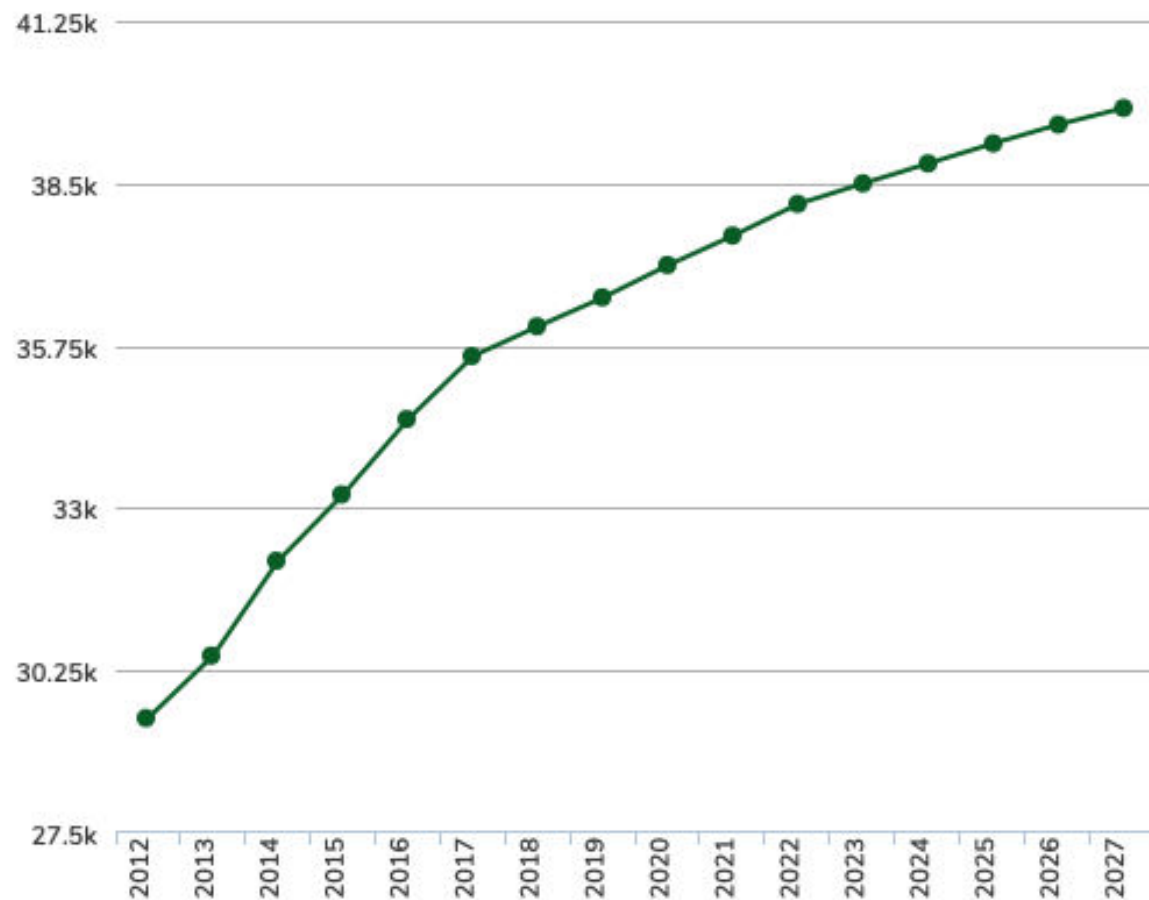


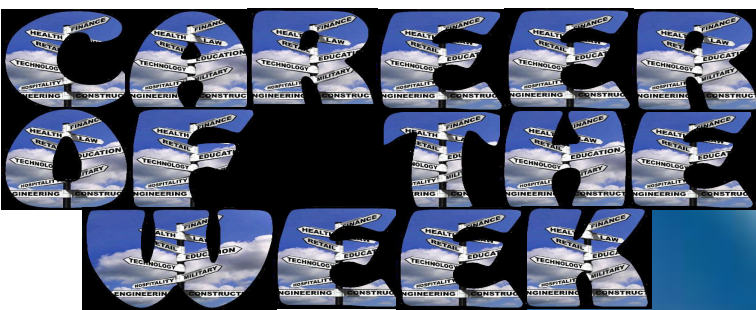
Media Officer

Tasks

- Liaises with client to discuss product/service to be marketed, defines target group and assesses the suitability of various media;
- Conceives advertising campaign to impart the desired product image in an effective and economical way;
- Reviews and revises campaign in light of sales figures, surveys, etc.;
- Stays abreast of changes in media, readership or viewing figures and advertising rates;
- Arranges conferences, exhibitions, seminars, etc. to promote the image of a product, service or organisation.

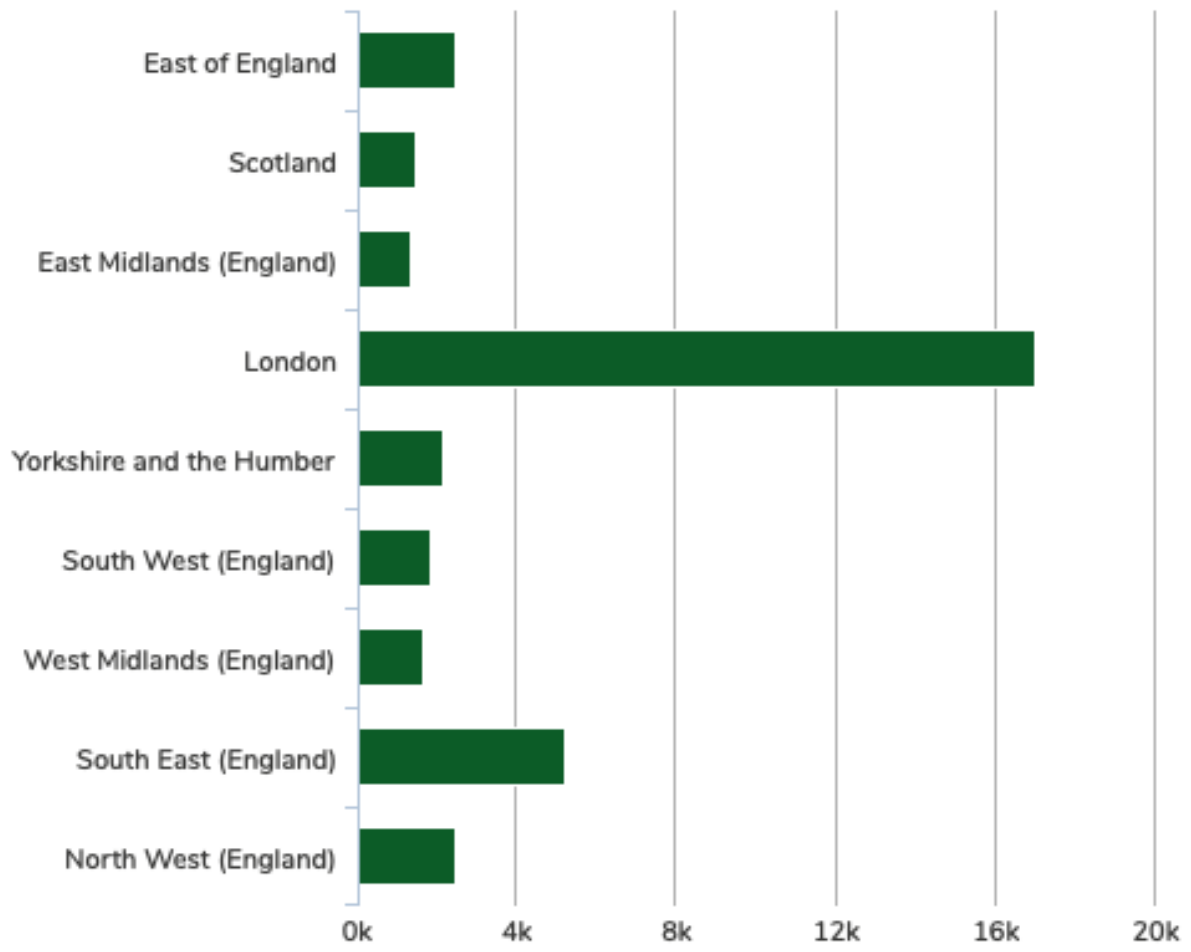
Future employment





Media Officer

Employment by region



Employment status

