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Advertising Account Executive

More information can be found at

[Advertising Account Executive \(gov.wales\)](https://gov.wales/advertising-account-executive)



Gyrfa Cymru
Careers Wales



Qualifications Required

Degree, NVQ 6 up to Post Graduate, Industry Qualification, NVQ7 or 8

For entry to a degree course in any subject, the usual minimum requirement is:

- 2/3 A levels
- GCSEs at grade C/4 or above in 2/3 other subjects

Alternatives to A levels include:

- BTEC level 3 qualifications
- the International Baccalaureate Diploma

To get onto an Advanced or Higher-Level Apprenticeship, you will usually need at least five GCSEs at A*- C or 9 - 4, including English and maths, and possibly two A Levels.

Some universities accept the Welsh Baccalaureate as equivalent to 1 A level.



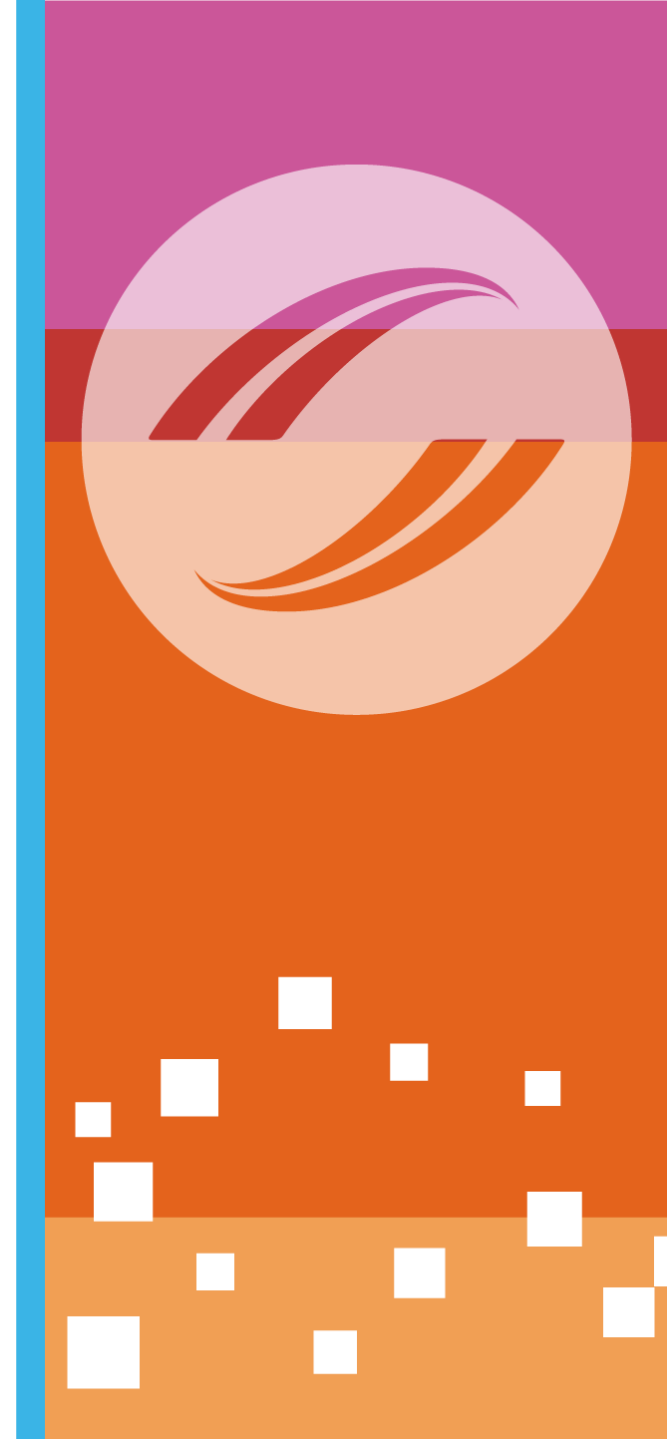
Skills and Qualities

To become an Advertising Account Executive, you will need:

- verbal and written communication skills
- teamwork skills
- interpersonal relationship skills
- presenting skills
- persuasive powers to convince clients about your agency's ideas
- to be imaginative and enthusiastic
- negotiating skills
- the ability to find and analyse information
- to be well organised, with multi-tasking skills
- the ability to co-ordinate and motivate other people
- an interest in the world business, and how it functions
- to be able to work under pressure
- literacy, numeracy and IT skills

Do I need Welsh Language skills?

Welsh Language skills are often asked for. Being able to read, write and speak Welsh may be an advantage when you're looking for work in Wales.



Entry Routes

Most people entering the profession are graduates.

However, an Advanced, or Higher Level Apprenticeship is a great place to start. Take a look at our information article 'Apprenticeships – How do I apply', for more details about applying for apprenticeship positions.

There are some relevant degree courses in advertising and marketing communications, digital marketing and social media. Courses covering business or media studies might also be useful, but employers consider applicants with degrees in a wide range of subjects. There are also some HNDs and foundation degrees, although you might need to top these up to degree level as there is a lot of competition for jobs.

Applicants who have completed one or more work placements during their degree usually have a distinct advantage.

If you don't have a degree, you would usually have to offer qualifications equal to those needed for entry to a degree course, along with relevant work experience.

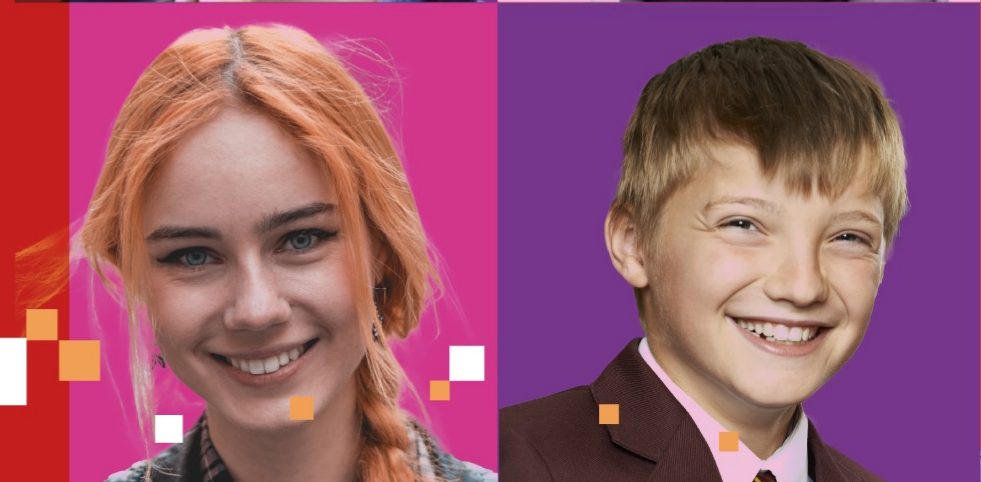
A great way to get into this career is through an internship. Take a look at our information article 'Internships', for more details.



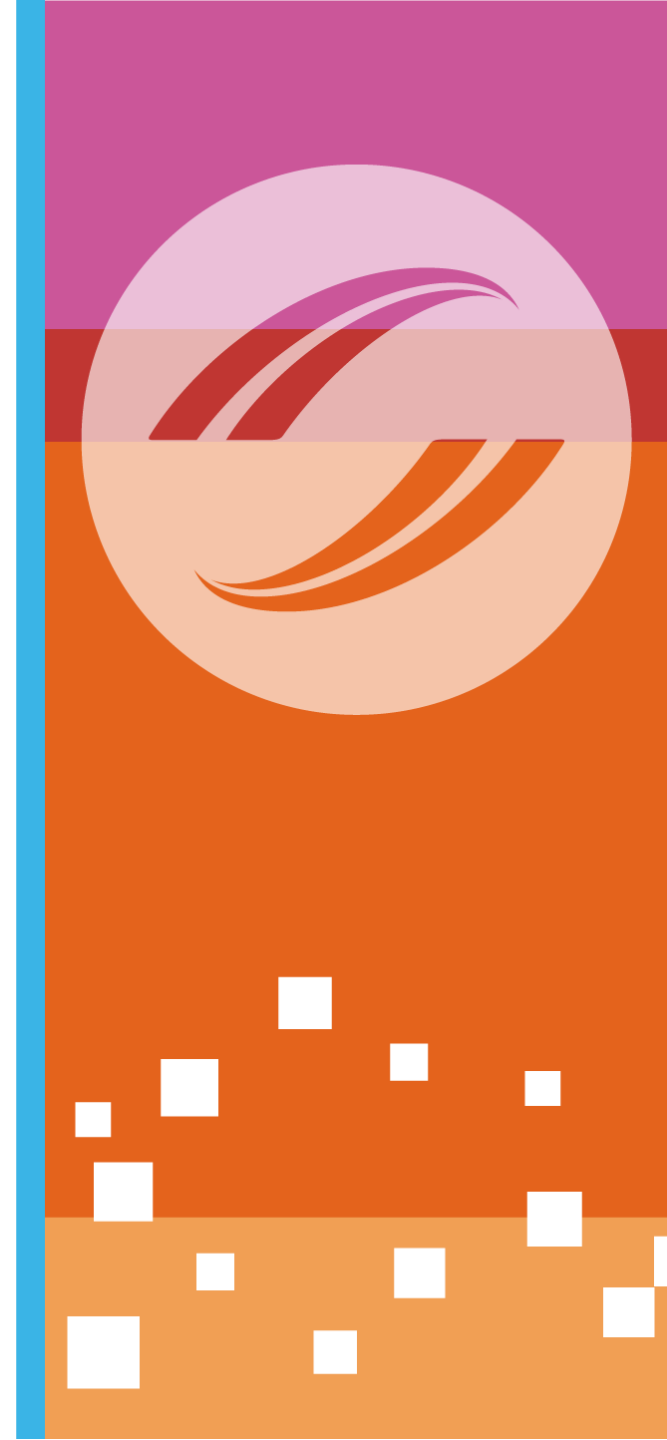
Salary

The pay rates given below are approximate.

- Starting: £21,500 - £23,500
- With experience: £25,000 - £29,000
- Senior Advertising Account Executives earn £31,500 - £34,500



For More Information please
use the QR code



For entry to the Sixth Form, some schools require that students, need 5 A*-C at GCSE.

Potentially helpful A-Levels might be

Media studies

- C ideal in English Lit and Lang
- Interest in mass media and current affairs

Business

- Open to all students
- C English,

Desirable - B Business



For more information or help with your career planning

Please Contact your school-based careers adviser:

Deb Smith

Careers Adviser

Careers Wales

Mobile: 07890 274896

E-mail: deb.smith@careerswales.gov.wales



For more information or help with your career planning

Please Contact your school-based careers adviser:

David Jones Careers Adviser

david.jones@careerswales.gov.wales

Direct Number: 02920 84 6691

Mobile: 7827991532

