

Advertising Manager in IT Industry

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Information Technology Industry

With the swift and violent development of information technology, the IT industry is experiencing a high speed developing market with fast updated products and services ("The good news," 2008). However, according to the latest forecast by IT market analysis firm Gartner, the worldwide devices spending, which includes PCs, mobile phones, and printers, would be seen a sharp reduction from 2012 to 2016 ("Information technology industry," 2012). In terms of the fierce reduction, IT companies need to bring in positive transformations and create new products to keep their business flourishing (Khalaf, 2013). Therefore, IT companies will need powerful advertising and promotion approaches to explain to shareholders and stabilize the market, ultimately, to fulfill peaceful transformations. In order to achieve the effectiveness of advertising, it is crucial for IT companies to carefully recruit and select highly qualified employees as their advertising managers.

Advertising

Advertising plays an important role in today's competitive market, loss of advertising effectiveness has become a great concern for every industry (Ghosh & Stock, 2010). Advertising contributes to developing branding for the company's products and services, increases sale volume and spreads company's value to the world via a variety of advertisings and promotions. In recent years, IT companies, such as Hewlett-Packard, spent millions of dollar on advertising to compete with its competitors, and they will continually use advertising to take advantage of being different from others in the future (Ricadela & Edwards, 2011). In this case, advertising

management plays a significant role in the processes of expanding market and enhancing revenue.

Advertising manager

As advertising department is one of the most essential parts within an organization, IT companies need high qualifications for their advertising managers. As the abridged job description of advertising manager on Hewlett-Packard's website says, "In this role, you'll manage the creative development, production and media strategies for global, regional and local advertising. You'll work with print, broadcast, online and outdoor. You'll also oversee our advertising agencies to keep them motivated and producing brilliant work" ("Advertising manager," 2013).

In terms of the employment environment, on one hand, the world has been experiencing the economic recession, which gives rise to the increasing unemployment. On the other hand, the trend for the advertising manager from 2010 to 2020 shows that there will be about 5100 more jobs for the advertising managers (Figure 1). Based on these facts, there would be plenty of opportunities for achieving an advertising-related position, however, the competition for the position of advertising manager would be fierce in the future.

Figure 1 ("Employment projections data," 2013)

Employment projections data for advertising, promotions, and marketing managers, 2010-20

Occupational Title	SOC Code	Employment, 2010	Projected Employment, 2020	Change, 2010-20		Employment by Industry
				Percent	Numeric	
Advertising, Promotions, and Marketing Managers	—	216,800	246,200	14	29,400	—
Advertising and Promotions Managers	11-2011	38,700	43,800	13	5,200	[XLS]
Marketing Managers	11-2021	178,200	202,400	14	24,200	[XLS]

SOURCE: U.S. Bureau of Labor Statistics, Employment Projections program

The result of advertising manager's work can be reflected in two parts, which includes advertising quality and management. Therefore, for an advertising manager, the professional knowledge and related advertising and managing experience are two important and fundamental elements. In order to survive in the challenging environment, and strengthen a healthy and long-term customer relationship, a successful advertising strategy and effective advertising plans are crucial to IT companies (Holtsnider & Jaffe, 2012). In this case, advertising managers also should have the ability to develop branding for their companies' products and services, increase sale volume, and spreading companies' value to the world via a variety of advertisings and promotions.

Besides focusing on specific matters about how and when to carry advertisements, as an advertising manager in IT industry, he or she should be able to understand basic computing knowledge, set general directions, coordinate activities of other departments' plans, and execute advertising policies and strategies for the organization. Moreover, advertising managers should have a grand vision to the economic environment, a good command of business, management skill, leadership technical, negotiation skill, and capabilities to coordinate with people and resources (Holtsnider & Jaffe, 2012). And most importantly, a rich experience in related fields is indispensable.

In recent years, many IT companies have outsourced parts of their advertising work during the crucial period of competition. On top of that, more and more multinational corporations started to work with regional advertising agencies for better translations, implementation, and cultural understanding. Therefore, in order to manage global, regional and local advertising, advertising managers should have the ability to coordinate and oversee other regional advertising agencies.

Additionally, workplace diversity has become a hot issue for organizations. As the world economy becomes more and more globalized, companies and organizations must be able to incorporate cultural differentiations and individual identities within their values and corporate culture (Kaiser, Major, Jurcevic, Dover, Brady, & Shapiro, 2013; Scott, 2007). In this case, advertising managers should also have multicultural knowledge and good communication skills, in order to work effectively with other departments and subordinates.

Moreover, with the fast development of new technologies, advertising managers who will have direct contact with both company and customers should have the ability to keep up with the latest changes in technology, and enlarge their skill sets and network of contacts as well (Holtsnider & Jaffe, 2012).

In conclusion, the requirements of an advertising manager in the IT industry include:

- 1) A brand marketing background or advertising background with solid experience in the marketing and advertising industry.
- 2) Strong understanding of strategic brand building and habit changing advertising.
- 3) Minimum 5 years experience in advertising development and media management.
- 4) Knowledge of business and management principles involved in strategic planning, resource allocation, human resources modeling, leadership technique, production methods, and coordination of people and resources.
- 5) English and native language.
- 6) Good negotiation skills.
- 7) Relevant education qualifications, such as MBA, master of applied psychology, customer psychology, and master of advertising design.

- 8) Good personal traits (pluses but not required), such as Outgoing, driven, and organized.
- 9) Excellent oral and written communication.
- 10) Basic economic knowledge.
- 11) Basic computing skills and working knowledge of Microsoft Excel and Word.
- 12) Sales experience is a plus but not required.

Potential candidates

As an organization's advertising manager, the applicant should have rich experience in both advertising and management fields. There are two groups of people who are recommended to consider about this position. The first group is employees who work for the organization, especially those with positions in advertising department, because these employees are more familiar with the organization's objective and value. It would be easier for them to adapt to the working environment. Employees in the advertising department who have relative background and management ability or management skill can be promoted to an advertising manager. In this case, for the organization, internally selecting and promoting an employee as an advertising manager can improve his moral and motivate him. Moreover, managers in other departments are also recommended to consider this position, as long as they understand the advertising manager's duties and responsibilities.

Another group is experienced advertising managers in other industries or regions. Even though it may take long time for those people to get familiar with the IT organization culture and adapt to the new working environment, IT companies are willing to recruit or poach this group of people. The reason is that those managers can be a force for stimulating new ideas and innovations, which is significant in many aspects. Moreover, advertising managers from other companies will bring valuable resources to the IT industry, such as potential customers,

corporation opportunities with other companies and institutions and so on. In fact, because of depression in labor market, there are many professional managers who are unemployed. To get and keep the job, they may do their job painstakingly. Therefore, the unemployed professional advertising managers can also consider about this position.

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