

## **Advertising Coordinator**

### **SUMMARY:**

Coordinates activities of design, illustration, photography and paste-up to prepare advertisements for publication.

Job Functions include: (Note: this is a representative list only - complete list provided with purchase)

- Determines arrangement of art work and photographs and selects style and size of type, considering factors such as size of advertisement, design, layout, sketches, and method or printing specified.
- Reviews proofs of printed copy for conformance to specifications.
- Examines layout proofs for quality of printing and conformance to layout.
- Reviews and approves television and radio advertisements before release.
- Directs preparation of special promotional features.

(also details Supervisory Responsibilities, Qualifications, Education and/or Experience, Language Skills, and work environment)