

Advertising, Marketing and Public Relations Managers

Advertising, Marketing, and Public Relations Managers are responsible for promoting an organization's products, services, or image to the public. They plan and oversee campaigns, develop strategies to attract customers, and maintain a positive reputation for the organization. Their role combines creativity with strategic thinking to increase brand awareness and achieve business goals.

Duties and Responsibilities (Points):

- Plan and manage advertising and marketing campaigns
- Develop strategies to promote products and services
- Analyze market trends and customer needs
- Manage branding and corporate image
- Coordinate with media, clients, and advertising agencies
- Oversee public relations activities and press releases
- Organize promotional events and campaigns
- Monitor campaign performance and adjust strategies
- Manage budgets for marketing and advertising activities
- Lead and supervise marketing and PR teams