

This Is The Job: Campaign Manager

Use this list to kickstart your advertising journey. Speak with your guidance counsellor, teachers, and parents to find out which courses, programs and next steps may be right for you.



What is a Production Designer?

Our job is to make sure that marketing campaigns achieve their objectives, which involves a lot of coordinating and collaborating with others. We also monitor and measure how campaigns are performing, and implement improvements wherever possible.

This is what they do most days

I execute...

I focus on building, drafting, scheduling and launching email campaigns.

I connect...

I send Action Required and Quality Assurance tickets to the respective teams for the smooth launch of the emails campaigns.

I manage...

I support my team in addressing AR and QA email campaign feedback and sending design change requests when required.

In their own words:

“ Growing up, I always enjoyed art and being creative, but never really thought it could be a career until university. I was taking accounting and it was super boring, so I decided to re-think my future goals. I started studying Art & Design at George Brown, and eventually landed a gig in advertising.” - Greg R.

Explore some of the skills you'll need.

- ✓ You love working with others and managing large-scale projects
- ✓ Ability to multi-task efficiently
- ✓ Strong time-management skills
- ✓ Ability to meet deadlines and sure all teammates meet deadlines appropriately
- ✓ Understanding of different media channels and platforms
- ✓ Strong problem-solving abilities
- ✓ Excellent interpersonal and communication skills
- ✓ Ability to monitor schedules and track budgets accordingly
- ✓ Educational Background in Advertising or Marketing

This Is The Job:

Was created to attract more racialized people to the exciting, creative and challenging world of advertising, with the goal of increasing diversity across the entire industry.

To learn more visit thisisthejob.org