

This Is The Job: Client Services

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 Client Services?

We're the people who run our client accounts day-to-day, keeping everyone organized, informed, on schedule and on budget. We're curious, creative, can-do people who spend the day solving business problems quickly and making sure the work gets done and our clients are happy.

This is what they do most days

I communicate...

I'm constantly in touch with our client to let them know the status of their projects.

I coordinate...

I'm the go-between for the client and the agency so everyone stays on the same page when we're executing campaigns.

I execute...

I make sure stuff happens on schedule, on budget and on brief.

In their own words:

“ What I love about this industry is that it's always changing and growing. My role is about being flexible, listening, multitasking, and working towards solutions as a team.” - Dania K.

“ My day is often filled with problems that needs to be solved, so it's challenging, eventful and rewarding! Most of all, I love being able to work together as a team to get stuff done.” - Nicole G.

“ I thrive on facing real business problems that require unique, creative solutions. I enjoy working with numbers, but also need to express my creative side. This was the only industry that allowed me to touch on all these things. After almost 20 years, I still love waking up for work every day.” - Bobby M.

Explore some of the skills you'll need.

- ✓ Exceptional presentation skills
- ✓ Strong people skills
- ✓ Ability to meet deadlines and manage time effectively
- ✓ Track project status and project budgets
- ✓ Strong communication both written and orally
- ✓ Organizational and coordination skills
- ✓ Leadership skills
- ✓ Ability to work as part of a team and collaborate with others
- ✓ Proficient skills using Microsoft Office (Excel, PowerPoint, Word)

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