

# What is Agency?

Agency is an extremely familiar term in the field of media, advertising or marketing. So what does Agency mean?

For marketers, or media-related fields, PR, there must be countless familiar terminology, such as Agency. This word appears only in a few specific areas, so many people when listening to, or reading in magazines, books and newspapers will not know the meaning of the Agency. Agency is used with many different meanings, in separate cases. The following article helps you understand what Agency means.

## Agency definition

Agency, when translated into an English dictionary, is understood in many meanings including organizations, government agencies or used as a verb phrase in English sentences but rarely used.

Agency today is used with the common sense, more than it is **an organization or company that provides services at the request of another company or organization** . You often hear Agency go with other words like advertising agency, event agency, . Most agencies are used for advertising, media, PR or Google advertising agencies. , Facebook,.



In an agency company, there are many different job positions:

1. Copywriter: Responsible for writing promotional content, slogans, .
2. Designer: Design and create products to print, publish . based on the content and ideas of Copywriter.
3. Film Director: Film director, who directs the commercials.
4. Photographer: Make photos then transfer to the department to process images.
5. Media Planners: Responsible for media planning.
6. Media Buyers / Booking: Responsible for contacting advertising units such as newspapers, television, .
7. Account Executive (Junior): Receive requests from customers.

8. Account Manager: Manage the Account department in the company, responsible for negotiating with customers.

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