

# MANAGEMENT STRUCTURE OF COMMUNICATION AGENCY WITH COMPREHENSIVE SERVICES

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A communication agency is a company responsible for guiding any business, community, association in the development of its internal and / or external to promote the image of the company to the public and external partners.

Usually the choice is made according to an agency's reputation it.

It is in this context that the choice of Unilever has focused on communication agency McCann Erickson Building.

McCann Erickson Edifice is a leading communication agencies in Burkina Faso since it offers full services.

It is headed by a Director General (DG) which covers all branches of the agency. The CEO oversees the running of the company and coordinates the activities of various departments through meetings he chairs.

General Management includes: a Director General (DG); a Deputy Director General (DDG); a Head of Legal Affairs, Legal and Human Resources (RAJCRH); an Executive Secretary; a Receptionist; an Office Manager, it combines the functions of liaison and manager of those under Logistics Agency.

The Sales Department is the hub of the agency. It is the interface between the client and the agency. It sends the information to treat the Directorate Creation.

Media Management is competent in: the development of media strategy and recommendation; management and the purchase of advertising space to different communication media; the implementation of multimedia campaigns; monitoring and control of the implementation of campaigns; the development of late campaign reporting to clients; the creation and management of a file of all relevant information media instead; editing.

Financial Management and Accounting includes: a Chief Financial Accountant; a Chief Accountant; a charge customers; a Responsible suppliers; two assists accountants.

Creation Directorate is responsible for the design and implementation of communication tools such as radio spots, TV commercials, press ads, infomercials.

Directorate Building and Commercial Division works closely that is that the sales department is in contact with the customer. It sends the information to treat the Directorate Creation as brief.

## **Literature:**

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Економічні проблеми сталого розвитку: матеріали Міжнародної науково-практичної конференції, присвяченої пам'яті проф. Балацького О. Ф. (м. Суми, 24–26 квітня 2013 р.): у 4 т. / за заг. ред. О. В. Прокопенко. – Суми : Сумський державний університет, 2013. – Т. 3. – С. 87.