

ADVERTISING, MARKETING AND PR

Overview

The UK marketing industry employs over 400,000 people, employed in a range of industries and organisations, including brand and marketing agencies and 'in house' organisation marketing departments, responsible for the creative strategy, promotion, advertising and selling of products and services to targeted client groups, in addition to the market research and analysis of consumer behaviour and trends.

Advertising is continuing to grow, particularly in the digital sector, according to the Internet Advertising Bureau (IAB), providing creative concepts and campaigns for promoting brands, products and services digitally and on TV, radio and print media and advertising.

The Public Relations Consultant Association (PRCA) reports that most PR agencies work within the technology, consumer services, media and marketing industries. Some companies have their own small 'in house' departments to manage communication and reputation strategies, media enquiries, relations, product launches and events. Opportunities in the technology and health sectors are set to increase.

Roles

Here are some examples of job roles, which you can find on websites such as prospects.ac.uk, targetjobs.co.uk and allaboutcareers.com:

[Digital Marketer](#)

[Marketing Executive](#)

[Social Media Manager](#)

[Market Research Analyst](#)

[SEO Specialist](#)

[Brand Manager](#)

[Consumer Psychologist](#)

[Advertising Account Executive](#)

[Advertising Art Director](#)

[PR Officer](#)

[PR Account Executive](#)

[Media Buyer](#)

[Media Planner](#)

Some roles may offer the opportunity to achieve professional body accredited qualifications, such as those offered by the [Chartered Institute of Marketing \(CIM\)](#).

Finding opportunities

This sector is extremely popular with students and graduates from a wide range of degree disciplines, meaning that work experience is vital. Many large organisations advertise paid summer internships for students and graduates but speculative applications to smaller companies can be more productive particularly for initial work experience. Networking is also helpful for identifying useful contacts and potential opportunities.

Visit [My Jobs Online](#) for internship and graduate opportunities and attend career fairs, employer presentations and workshops

Social media and LinkedIn are also useful for job searching in this area.

[Campaignlive.co.uk](#) (advertising industry news and trends)

[MarketingWeek.com](#) (marketing industry news and jobs)

[PRWeek.com/uk](#) (PR industry updates and jobs)

Building Experience

Excellent communication skills, team work and customer service experience, MS Office and social media skills are often required, so gaining experience in retail, sales, as an ambassador, mentor, representative or undertaking a position of responsibility with a club, society, charity or community group can be valuable.

Many leading brands and companies recruit student campus or brand ambassadors to raise awareness of their organisation, product, service or event. Opportunities can be found at [OnCampusPromotions.co.uk](#), [E4s.co.uk](#) and [SeedMarketingAgency.com/student-brand-ambassadors](#) as well as sites such as Indeed.com.

Becoming a social media influencer, creating blogs, vlogs and writing online content and articles, creative portfolios and websites can show your creativity and showcase your work.

Provide examples of any relevant projects or research you may have completed as part of your degree, including any strategy used and how you presented your research and report.

Many work experience opportunities are not advertised and therefore, contacting companies directly to find out about work experience and shadowing opportunities or following up contacts, can show you are proactive and interested.

Exploring Further

[Prospects.ac.uk](#) (marketing, advertising and PR industry overview and job descriptions)

[TargetJobs.co.uk/career-sectors/Marketing-Advertising-and-PR](#) (marketing, advertising and PR overview)

[Chartered Institute of Marketing \(cim.co.uk/qualifications/get-into-marketing](#)

[Journalofadvertisingresearch.com](#)

[Thecreativeindustries.co.uk/advertising](#) (advertising news and trends)

[Advertising Association \(adassoc.org.uk\)](#) (representing advertising and media organisations)

[Internet Advertising Bureau \(iabuk.com\)](#)

[Institute of Practitioners in Advertising \(ipa.co.uk\)](#) (industry news, careers advice and job adverts)

[Chartered Institute of Public Relations \(cipr.co.uk\)](#)

[Diagonalthinking.co.uk](#) (the IPA's creative industry free diagnostic assessment)

[Screen Skills.com/industry](#) (creative sector skills council)

[Warc.com](#) (provide advertising and marketing data and advice)

The skills and knowledge you've developed in your degree will be valuable in a wide range of roles and sectors. If you're thinking of looking further afield but aren't sure where to start, why not visit the Explore pages of our website or book an appointment with one of our Careers Consultants?

