

# MARKETING ADVERTISING AND PR

Your future

## MARKETING, ADVERTISING AND PR IS A HUGE SECTOR WITH OPPORTUNITIES FOR GRADUATES OF ALMOST ANY DISCIPLINE.

Find out more about what roles are available in this sector from Prospects:

[www.prospects.ac.uk/jobs-and-work-experience/job-sectors/marketing-advertising-and-pr](http://www.prospects.ac.uk/jobs-and-work-experience/job-sectors/marketing-advertising-and-pr)

All businesses and organisations invest in marketing, advertising and PR. As a marketing, advertising or PR professional you help organisations to connect with their audiences, promote brands, messages and products.

There are many routes to a career in this sector, probably more so than any other sector. So get your Gantt chart out (look it up, you'll need one!) and consider your options.

## OPTIONS

Do you have strong communication skills?

Good commercial awareness? Interested in working in a creative work environment? This sector might just be for you.

You'll be mostly office based but be prepared to travel to meet clients and attend events. This is a growing and constantly changing sector and is crying out for people with good journalistic writing skills, a strong grasp of digital technology and good numerical and analytical skills. You're going to need to use data to follow and predict consumer behaviours, and market appropriately.

Confident and resourceful people who work well under pressure in a fast-moving, regularly changing workplace will flourish in this sector.

## MARKETING

Marketing is a key element for all organisations so marketing opportunities can be found across all industry sectors.

Marketing opportunities can be in-house or with agencies and can range from more traditional marketing roles to constantly evolving digital marketing roles.

The Chartered Institute of Marketing's (CIM) online marketing careers resource Get Into Marketing includes a database of marketing graduate schemes and placements, which includes advertising roles. The CIM resource also has a list of recruitment agencies specialising in advertising and marketing that may help you source employment:

[www.cim.co.uk/qualifications/get-into-marketing](http://www.cim.co.uk/qualifications/get-into-marketing)

## ADVERTISING

Most advertising opportunities are with the larger advertising agencies, which tend to part of international advertising or media groups, possibly with several branches throughout the UK, although they may also work as autonomous companies.

Many jobseekers in this sector find jobs through speculative applications to agencies. The Institute of Practitioners in Advertising (IPA) has a list of agency members listed on its website, including relevant contact details.

[www.ipa.co.uk](http://www.ipa.co.uk)

### ONLINE VACANCIES

Brand Recruitment: [www.brandrecruitment.co.uk](http://www.brandrecruitment.co.uk)

Marketing, Advertising and Design [jobs.mad.co.uk](http://jobs.mad.co.uk)

IPA Jobs [www.ipa.co.uk/jobs](http://www.ipa.co.uk/jobs)

The Drum: [www.thedrum.com/jobs](http://www.thedrum.com/jobs)

Campaign: [www.campaignlive.co.uk/jobs](http://www.campaignlive.co.uk/jobs)

Marketing Week: [www.jobs.marketingweek.com](http://www.jobs.marketingweek.com)

Guardian Jobs: [jobs.theguardian.com](http://jobs.theguardian.com)

Creative Review: [jobs.creativereview.co.uk](http://jobs.creativereview.co.uk)

Simply Marketing Jobs: [www.simplymarketingjobs.co.uk](http://www.simplymarketingjobs.co.uk)

Bubble Jobs [www.bubble-jobs.co.uk](http://www.bubble-jobs.co.uk)

## PR

Public relations (PR) is about managing reputation. This field aims to gain understanding and support for clients as well as to influence opinion and behaviour across a wide range of industries. Vacancies for PR officers exist in-house and in consultancies.

### ONLINE VACANCIES

PR Week: [www.prweek.com/uk](http://www.prweek.com/uk)

The Chartered Institute of Public Relations:  
[www.cipr.co.uk](http://www.cipr.co.uk)

Press Gazette: [www.pressgazette.co.uk](http://www.pressgazette.co.uk)

Public Relations Consultants Association:  
[www.prca.org.uk](http://www.prca.org.uk)

iJobs: [independentjobs.independent.co.uk](http://independentjobs.independent.co.uk)