

# Getting Into Marketing, Public Relations (PR) and Advertising Roles

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## Introduction

This leaflet aims to help you obtain the required relevant experience and stay ahead of the competition if you are a student or graduate interested in developing a career in marketing, PR or advertising. It summarises key points about gaining relevant experience, and then draws together relevant web links relating to paid and volunteering opportunities.

We have provided information under three separate headings below - marketing, PR and advertising - but there is overlap between the information provided by some of the websites mentioned in each section. For example, the Chartered Institute of Marketing (CIM) website provides information that is also of relevance to people keen to pursue a career in advertising or PR. Therefore, it is advisable - whichever route you are considering - to explore the information provided in each of the following sections.

## Marketing specialisms and skill requirements

The Chartered Institute of Marketing (CIM) website provides useful basic information on skills used in marketing at <https://www.cim.co.uk/qualifications/get-into-marketing/>

Recruiters into marketing will tend to look for people with:

- a degree (not necessarily one that is related to marketing, PR or advertising)
- good numeracy, literacy and IT skills
- strong communication skills
- an *'interest in what makes people tick'*
- self-awareness
- a passion for that area of work (demonstrated by efforts made to gain some related experience)
- energy, tenacity and integrity
- diagonal thinking (for marketing or advertising roles) - see page 5 of this leaflet for information on diagonal thinking.

## Salary Levels

Using job profiles on the Prospects website will give you an idea of the typical salaries paid in advertising, marketing and PR:

<https://www.prospects.ac.uk/job-profiles/browse-sector/marketing-advertising-and-pr>

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## 1. Marketing – gaining access to this career area

### Marketing Roles: In-House or Agency-Side

Marketing roles are often referred to as 'in-house' or 'agency side':

- ▶ **in-house marketing** roles are within a company's marketing department, marketing their products or services. If the department is large enough, it may include the following roles: a Marketing Director, Marketing Managers, Marketing Executives and Marketing Assistants.
- ▶ **agency-side marketing** roles are, as you would expect, located within agencies. They provide marketing solutions for a number of companies and may offer a range of marketing services, or specialise in one area, such as market research or direct marketing.

## Marketing Terminology

Whilst there are many different acronyms and abbreviations used within marketing, two that you will frequently come across are:

- ▶ **Business-to-Business (B2B):** involves the marketing of products or services - such as machinery, textiles, stationery, IT, and accounting - to other businesses. Some roles will require specialist knowledge and expertise in that particular field.
- ▶ **Business-to-Consumer (B2C) and Fast Moving Consumer Goods (FMCG):** involve the marketing of products - such as cars and food - or services to individuals for their own consumption. FMCG refers to products that are sold quickly, and at a relatively low cost, eg food, drink and toiletries.

## Marketing Specialisms

There are various specialist areas within marketing such as:

- ▶ **brand management:** raising public awareness of the particular brand(s) that you are marketing;
- ▶ **direct marketing:** targeted marketing of products in which you communicate directly with individuals or companies - for example, by using customer databases to create personalised emails.
- ▶ **market research (or consumer/category insight):** market researchers conduct research that will help marketing staff to reach informed decisions about products and marketing campaigns aimed at customers and potential customers;
- ▶ **marketing communications** (including online marketing and social media): focuses upon getting the marketing message through to customers and potential customers via the correct media channel such as TV, Internet, social media, magazines etc.

Advertising and PR roles are also often described as marketing specialisms - they are covered later in this document.

## Marketing Internships/ Placements

This is a small sample of companies offering marketing internships/placements in recent years.

Some of the companies offering Marketing Internships/Placements	
Retail and logistics	ASOS ( <a href="https://asoscareers.asos.com/">https://asoscareers.asos.com/</a> ) Enterprise Rent-A-Car ( <a href="https://careers.enterprise.co.uk/?cm_mmc=EnterpriseWebsite-_-Header-_-info.careers-_-ENGB">https://careers.enterprise.co.uk/?cm_mmc=EnterpriseWebsite-_-Header-_-info.careers-_-ENGB</a> ) Halfords ( <a href="http://www.halfordscareers.com/">http://www.halfordscareers.com/</a> )
FMCG	L'Oreal ( <a href="https://careers.loreal.com/global/en">https://careers.loreal.com/global/en</a> ) Nestle ( <a href="https://www.nestle.co.uk/careers/Pages/Careers.aspx">https://www.nestle.co.uk/careers/Pages/Careers.aspx</a> ) Unilever ( <a href="http://www.unilever.co.uk/careers-jobs/">www.unilever.co.uk/careers-jobs/</a> ) P&G ( <a href="https://www.pgcareers.com/">https://www.pgcareers.com/</a> )
Engineering and science	3M ( <a href="http://www.3m.co.uk/3M/en_GB/company-uk/">http://www.3m.co.uk/3M/en_GB/company-uk/</a> ) Bosch ( <a href="http://www.bosch.co.uk">www.bosch.co.uk</a> ) Rolls Royce ( <a href="http://www.rolls-royce.com">www.rolls-royce.com</a> )
Financial and business services	Schroders ( <a href="http://www.schroders.com/global/careers/for-students">www.schroders.com/global/careers/for-students</a> )
IT and telecoms	Fujitsu ( <a href="http://www.fujitsu.com/uk/">www.fujitsu.com/uk/</a> ) Intel ( <a href="http://www.intel.com">www.intel.com</a> ) Microsoft ( <a href="http://www.microsoft.co.uk">www.microsoft.co.uk</a> )

Charities	Cancer Research UK ( <a href="http://www.cancerresearchuk.org/about-us/charity-jobs/graduates-and-interns">www.cancerresearchuk.org/about-us/charity-jobs/graduates-and-interns</a> ) Oxfam ( <a href="https://jobs.oxfam.org.uk/">https://jobs.oxfam.org.uk/</a> )
Agencies	Accelerate ( <a href="http://www.dasaccelerate.com">www.dasaccelerate.com</a> ) - International BMB ( <a href="http://www.bmbagency.com">www.bmbagency.com</a> ) - London-based Leo Burnett ( <a href="http://www.leoburnett.co.uk">www.leoburnett.co.uk</a> ) - London-based

### Graduate Schemes

Some companies and agencies regularly recruit graduates to marketing roles. Here are some that have been advertised in recent years.

Some of the companies recruiting graduates to Marketing roles	
Retail and logistics	Sainsbury's ( <a href="http://early.careersatsainsburys.com/">http://early.careersatsainsburys.com/</a> ) Tesco ( <a href="http://www.tesco-earlycareers.com/graduate-programmes/">http://www.tesco-earlycareers.com/graduate-programmes/</a> ) Halfords ( <a href="http://www.halfordsgraduates.com/">http://www.halfordsgraduates.com/</a> )
FMCG	Associated British Foods ( <a href="https://www.abf-grocery-grads.com/graduate-programmes/marketing">https://www.abf-grocery-grads.com/graduate-programmes/marketing</a> ) Diageo ( <a href="https://www.diageo.com/en/careers/graduate-programme/marketing-graduate-programme/">https://www.diageo.com/en/careers/graduate-programme/marketing-graduate-programme/</a> ) L'Oreal ( <a href="https://careers.loreal.com/global/en">https://careers.loreal.com/global/en</a> ) Nestle ( <a href="https://www.nestle.co.uk/careers/Pages/Careers.aspx">https://www.nestle.co.uk/careers/Pages/Careers.aspx</a> ) Kraft Heinz ( <a href="http://www.kraftheinzcompany.com/careers.html">www.kraftheinzcompany.com/careers.html</a> ) Kerry Group ( <a href="http://www.kerrygroup.com/careers/graduate-programme/">www.kerrygroup.com/careers/graduate-programme/</a> ) Mars ( <a href="http://www.mars.com/global/careers">www.mars.com/global/careers</a> ) Mondelez ( <a href="http://www.mdlzearlycareers.co.uk/">www.mdlzearlycareers.co.uk/</a> ) Unilever ( <a href="https://www.unilever.co.uk/careers/">https://www.unilever.co.uk/careers/</a> ) Beiersdorf UK ( <a href="https://www.beiersdorf.co.uk/career/overview">https://www.beiersdorf.co.uk/career/overview</a> ) RB ( <a href="https://www.rb.com/careers/">https://www.rb.com/careers/</a> )
Energy, engineering and science	Astra Zeneca ( <a href="http://www.astrazeneca.com/Careers">www.astrazeneca.com/Careers</a> ) Centrica (British Gas) ( <a href="https://www.centrica.com/careers/graduates-apprentices/graduate-roles/commercial-marketing">https://www.centrica.com/careers/graduates-apprentices/graduate-roles/commercial-marketing</a> ) GlaxoSmithKline ( <a href="http://www.gsk.com/en-gb/careers/">www.gsk.com/en-gb/careers/</a> ) Jaguar Land Rover ( <a href="http://www.jaguarlandrovercareers.com">www.jaguarlandrovercareers.com</a> )
Financial and business services	Axa ( <a href="http://www.axa.co.uk">www.axa.co.uk</a> ) Barclays ( <a href="http://www.jobs.barclays.co.uk/">www.jobs.barclays.co.uk/</a> ) KPMG ( <a href="http://kpmgcareers.co.uk/graduates/graduate-programmes/business-services#sales-marketing">http://kpmgcareers.co.uk/graduates/graduate-programmes/business-services#sales-marketing</a> )

### Marketing Agencies in the West Midlands

Marketing agencies with a West Midlands location include:

- **Align & Pull** ([www.alignandpull.com/](http://www.alignandpull.com/))
- **Big Cat Group** ([www.bigcatgroup.co.uk/](http://www.bigcatgroup.co.uk/))
- **Carousel** ([www.carouselmarketing.com/](http://www.carouselmarketing.com/))
- **Chapter** (<http://chapteragency.com/>)
- **Clever Cherry** (<http://clevercherry.com/>)
- **Cognition** (<https://www.cognitionagency.co.uk/>)
- **Matrix** (<https://www.matrix.co.uk/>)
- **OWB Creative** (<https://www.owb.uk.com/>)
- **RBH** ([www.rbh.co.uk/](http://www.rbh.co.uk/))
- **WAA Chosen** (<http://waachosen.co.uk/>)
- **Wyatt** (<http://www.wyattinternational.com/>)

## 2. Public Relations (PR) – gaining access to this career area

The Chartered Institute of Public Relations (CIPR) defines public relations as ... "*the discipline which looks after reputation, with the aim of earning understanding and support and influencing opinion and behaviour. It is the planned and sustained effort to establish and maintain goodwill and mutual understanding between an organisation and its publics.*"

The CIPR website contains a useful section on gaining entry to a career in PR:

[www.cipr.co.uk/content/careers-cpd/careers-advice-and-case-studies](http://www.cipr.co.uk/content/careers-cpd/careers-advice-and-case-studies)

The PR Careers website has useful tips, case studies and information about PR internships and graduate schemes: <http://prcareers.co.uk/>

### PR Roles: In-House or Consultancy

PR roles are either 'in-house' or in a consultancy:

- ▶ **in-house PR** roles are based within a company. The PR team/person would be responsible for managing the company's public profile;
- ▶ **PR consultancy** roles are, clearly, located within a consultancy. They provide PR services to a range of companies and/or individuals.

### PR Internships/Placements

Agencies offering PR internships/placements in recent years include:

- **Burson-Marsteller** (<https://bcw-global.com/careers> )
- **Ketchum Pleon** (<https://www.ketchum.com/fellows-internships/>)

### PR Agencies in the West Midlands

PR agencies with a West Midlands location include:

- **Big Cat Group** ([www.bigcatgroup.co.uk/](http://www.bigcatgroup.co.uk/))
- **Clive Reeves** ([www.clivereeves.com/](http://www.clivereeves.com/))
- **Gough Bailey Wright** ([www.gough.co.uk/](http://www.gough.co.uk/))
- **HROC** ([www.hroc.co.uk/](http://www.hroc.co.uk/))
- **McCann** (<https://www.mccanncentral.co.uk/>)
- **Rewired** (<https://www.rewiredpr.com/>)
- **WAA Chosen** (<http://waachosen.co.uk/>)
- **WPR** ([www.wpragency.co.uk/](http://www.wpragency.co.uk/))
- **Wyatt** ([www.wyattinternational.com/](http://www.wyattinternational.com/))

## 3. Advertising - gaining access to this career area

### Advertising Agency Departments

The main departments tend to be:

- **Account Management** - responsible for client liaison, and work with all of the agency's departments.
- **Account Planning** - lead on research, insights and strategic vision.
- **Creative** - undertake creative work and create concepts/ ideas. Often involves roles such as art director, copywriter, creatives and graphic designers.
- **Designers** - once the creative team has devised the concept, the designers work with them to make it a reality.
- **Experience Design (UX)** - the people who envision and build the back-end experience of digital/ web content.

- **Media** - they decide which media will be used to advertise the creative content that their colleagues have produced.
- **Production** - responsible for liaison between creative staff and the director (TV), or photographer (print) etc when devising creative content (the TV spot, website etc)
- **Traffic/Project Management** - maintain the agency's work flow by working with the agency's departments (particularly creative and account management) to ensure deadlines are met.

### Advertising Internships/ Placements

Advertising, media and communications agencies often list their vacancies on the IPA website: <https://ipa.co.uk/job-listing/>

### Advertising Unlocked

The Institute of Practitioners in Advertising (IPA) have partnered with top agencies to open their doors for an annual nationwide open day of tours and talks. It's a great way to get a feel for what it would be like to work in the industry: <https://ipa.co.uk/initiatives/advertising-unlocked>

### Advertising Graduate Schemes

Advertising, media and communications agencies that offer graduate schemes can often be found on the Debut app: <https://debut.careers/>

### Advertising Agencies

The IPA website provides a list of its member agencies, and their head office location, at: <https://ipa.co.uk/membership/our-members/agency-members/>

### Advertising agencies with a West Midlands location

Some of the advertising agencies with a West Midlands location are:

- **DBM:** [www.davidbagleymedia.co.uk/](http://www.davidbagleymedia.co.uk/)
- **Gough Bailey Wright** ([www.gough.co.uk/](http://www.gough.co.uk/))
- **HROC** ([www.hroc.co.uk/](http://www.hroc.co.uk/))
- **Matrix** (<https://www.matrix.co.uk/>)
- **McCann** (<https://www.mccanncentral.co.uk/>)
- **MediaCom** ([www.mediacom.com](http://www.mediacom.com))
- **OWB** ([www.owb.uk.com/](http://www.owb.uk.com/))
- **TCS Media** ([www.tcsmedia.co.uk/](http://www.tcsmedia.co.uk/))
- **The Point of Media** ([www.tpmmedia.com/](http://www.tpmmedia.com/))
- **One Black Bear** (<https://oneblackbear.com/>)
- **Total Media Connect** (<https://www.totalmedia.co.uk/>)
- **WAA Chosen** (<http://waachosen.co.uk/>)

### Diagonal Thinking Test

The IPA developed a **diagonal thinking** test which measures the extent to which you think laterally (creatively) and in a linear way (logically and analytically). This test was developed to *"aid the recruitment of talent into the creative industries, especially from a more diverse range of people.....the ability to oscillate between linear and lateral thinking when approaching a problem – (is) a key characteristic found in the most successful advertising practitioners."* You can read about and take the test at: [www.diagonalthinking.co.uk/](http://www.diagonalthinking.co.uk/) If the results indicate you are suited to a career in the advertising and communications industry you could include them on your cv. Simply showing that you are aware of the test and have taken the time to complete it will demonstrate a certain level of motivation to prospective employers.

## 4. Gaining relevant experience

You should seek work experience that:

- gives you an insight into the role that you are interested in
- enables you to gain direct contact with the type of clients they work with
- helps you to understand what their client-related work involves
- enables you to get a feel for the organisational context in which they work

You can search for relevant experience directly with a wide range of organisations or through recruitment agencies and job websites. Remember that experience in any business environment will enable you to gain relevant insights and demonstrate that you have the skills that employers are seeking.

The best time to contact employers about work experience is during the 1<sup>st</sup> or 2<sup>nd</sup> year of your undergraduate degree. Whilst some voluntary and paid opportunities will require you to apply via an application form, you should also think more creatively and use your contacts - along with speculative approaches - to find opportunities that are not widely advertised. If you are keen to work with a particular organisation and/ or within a particular geographical area, then approaching an organisation directly is probably your best tactic.

LinkedIn will help you with your research and your effective personal branding - you can research people and companies, join interest groups, learn about jobs that may not be advertised elsewhere. If you don't have a LinkedIn profile, you will be hindering your ability to get a job in marketing, advertising or PR as companies/ agencies will expect you to be up-to-date with social media and its marketing possibilities!

**Websites to help you find relevant work experience and jobs in marketing, PR or advertising:**

***Websites with Job Listings:***

- **Campaign:** <https://www.campaignlive.co.uk/>
- **Gov.uk Find a Job:** <https://www.gov.uk/find-a-job>
- **IPA:** [www.ipa.co.uk/](http://www.ipa.co.uk/)
- **LinkedIn:** <https://uk.linkedin.com/>
- **Marketing, Advertising and Design Jobs (MAD):** <http://jobs.mad.co.uk/>
- **Milkround:** [www.milkround.com](http://www.milkround.com)
- **Monster:** [www.monster.co.uk](http://www.monster.co.uk)
- **Targetjobs:** <http://targetjobs.co.uk/>
- **The Daily Telegraph:** <http://jobs.telegraph.co.uk/>
- **The Guardian:** <http://jobs.theguardian.com/>

**Magazines** - UK-based online magazines for people working in the advertising, marketing, media and communications industries. They include job listings:

- **Campaign:** [www.campaignlive.co.uk/](http://www.campaignlive.co.uk/)
- **Creative Review:** [www.creativereview.co.uk/](http://www.creativereview.co.uk/)
- **Marketing Week:** [www.marketingweek.co.uk/](http://www.marketingweek.co.uk/)
- **PR Week:** [www.prweek.com/](http://www.prweek.com/)
- **The Drum:** <https://www.thedrum.com/>

***Recruitment Agencies That Advertise Marketing/ PR/ Advertising Jobs:***

- **AF Selection:** [www.afselection.co.uk/](http://www.afselection.co.uk/)
- **Ball and Hoolahan:** [www.ballandhoolahan.co.uk/](http://www.ballandhoolahan.co.uk/)
- **Best Graduates:** [www.best-graduates.co.uk](http://www.best-graduates.co.uk)
- **Blueskies:** [www.blueskiescareers.co.uk/](http://www.blueskiescareers.co.uk/)
- **Discovery:** <https://www.thediscoveryway.com/>
- **Graduate Recruitment Bureau:** <https://www.grb.uk.com/>
- **Hays:** [www.hays.co.uk](http://www.hays.co.uk)
- **Katie Bard:** [www.katiebard.com/](http://www.katiebard.com/)
- **Michael Page:** [www.michaelpage.co.uk/](http://www.michaelpage.co.uk/)

- Pitch: <http://pitchconsultants.co.uk/>
- Reed Graduate: [www.reed.co.uk/jobs/graduate?parentsector=marketing-pr](http://www.reed.co.uk/jobs/graduate?parentsector=marketing-pr)
- Stopgap: [www.stopgap.co.uk](http://www.stopgap.co.uk)

***Institutes and Professional Bodies*** (useful for wider sector search and some job listings)

- The Birmingham Publicity Association (BPA): <http://www.thisisthebpa.co.uk/>
- Communications, Advertising and Marketing Foundation (CAM): [www.camfoundation.com](http://www.camfoundation.com)
- Direct Marketing Association: [www.dma.org.uk](http://www.dma.org.uk)
- Institute of Practitioners in Advertising (IPA): [www.ipa.co.uk/](http://www.ipa.co.uk/)
- Marketing Society: [www.marketing-society.org.uk](http://www.marketing-society.org.uk)
- The Chartered Institute of Marketing (CIM): [www.cim.co.uk/](http://www.cim.co.uk/)
- The Chartered Institute of Public Relations (CIPR): [www.cipr.co.uk/](http://www.cipr.co.uk/)
- The Institute of Direct and Digital Marketing (IDM): [www.theidm.com/](http://www.theidm.com/)
- The Institute of Sales Management (ISM): <https://www.ismprofessional.com/>

***Voluntary Work***

- Birmingham Voluntary Service Council: [www.bvsc.org/](http://www.bvsc.org/)
- Do-It: [www.do-it.org.uk](http://www.do-it.org.uk)

***General Placements & Internship Websites:***

- Enternships: [www.enternships.com/](http://www.enternships.com/)
- Rate My Placement: [www.ratemyplacement.co.uk](http://www.ratemyplacement.co.uk)
- STEP: [www.step.org.uk](http://www.step.org.uk)

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