

Advertising and Marketing

Advertising and Marketing make sure the company's 'brand' (the image, the products and services) are recognised by the general public, or the intended customers – and therefore help build their reputation.

This department promotes the company through advertising (either television, radio, newspapers or online) events, or publications such as their Annual Report. It can be a very exciting department, but also demanding as there are often tight deadlines and long hours. The main roles in this department include:

- Marketing Executives and Managers
- Public Relations and Press Officer
- Event Managers and Coordinators

Marketing Executives and Managers

Marketing Managers (often called Brand managers) promote the company's products or services – either to existing customers or to new potential customers. They need to plan a strategy on how best to do this and they may use a combination of advertising, press, promotion events and increasingly social media to spread the word! They have to manage set budgets, go to meetings and manage and liaise with other internal departments and external suppliers, for example advertising agencies. Marketing executives support the managers to launch these campaigns.

Salaries range from £25,000 - £40,000, with senior Marketing Managers earning over £50,000.

Public Relations and Press Officers

Often called a media officer these help build, maintain and grow the reputation of the business through the media. It's vital they build good relations with journalists, answer any enquiries and monitor any press coverage the company may get (whether it's good or bad!). They are responsible for writing articles, press releases, leaflets, speeches, newsletters and web copy. They often speak at conferences, present at events, or do interviews on radio or TV.

Salaries can start at between £16,000 - £25,000 for recent graduates and rise to as much as £80,000 with experience.

Employability SKILLS

There are a number of skills needed to work in an Advertising and Marketing department, such as:

- Excellent communication skills
- Strong organisational and project management
- Confident at public speaking at events
- Ability to work under pressure and to tight deadlines
- Understanding and interest in the media, marketing or branding.

Event Manager and Coordinators

The event team are responsible for running events inside the company or externally, often supporting the marketing team. Events can range from a training day, annual employee event to a product launch. They have to plan and carry out all that is needed at an event: the timings and content of the programme, finding and costing the venue, the refreshments, the speakers, the invited guests and the equipment, etc. They then have to make sure that everything runs smoothly on the day!

Salaries may start at around £17,000 but can rise up to £80,000 in some big companies.