



Advertising and Marketing

The Advertising and Marketing department is responsible for an organisation's 'brand' (the visual look as well as the identity of a company) and shaping the perception and reputation of a company in the eyes of consumers, the media, and the general public.

This department is responsible for all types of promotion about the company. This may be through advertisements (on television, in newspapers or online), events, publications such as Annual Reports or through the press. Technical roles such as analysing customer data and advising on product development may also be found within this department, or alternatively are where Advertising and Marketing overlap and work together with the Research and Development department.

The types of roles often found in this department include:

- Marketing Manager
- Public Relations and Press Officer
- Event Manager

Marketing Managers (also called Brand Managers) are responsible for promoting the organisations products or services to their current and new (potential) customers. Marketing Managers need to identify the best ways to reach their target audience (largely new customers) and to convince them to purchase a particular product or service.

Their role includes creating marketing strategies, which may include advertising, press and promotion, merchandise, events and increasingly social media. They would also be responsible for managing budgets, attending conferences and meetings, and monitoring and reporting the effectiveness of their work. They don't always just work with their internal design staff, but may also work with external agencies to help with the design, layout and printing of their advertisements and publications. As a manager, this person may also manage a team of junior staff to help in the launch of these campaigns. Marketing Managers may also work with other departments such as Research and Development, who would help in analysing customer data, in order to support new product development and also to ensure they are targeting appropriate messages to their key audiences.

Work experience within marketing and advertising can be very important for this role, often more important than academic qualifications. Degrees in marketing or business would be really beneficial. However, so too would a professional qualification from the Chartered Institute of Marketing (CIM) or Institute of Direct Marketing (IDM).

Marketing Managers need to have excellent communication skills, strong organisational and planning skills, be good creative thinkers, good at negotiating ideas, with a strong understanding of the business and products being promoted.

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

A **Public Relations and Press Officer** (also called a Media Officer) helps to build an organisation's reputation with the general public (and its customers) through the media. Their main duties include developing good relationships with journalists, answering any enquiries they may have and monitoring any press coverage their organisation may have received (good or bad!). They will also try to secure press 'coverage' of a particular story about their company. This team also has to work quickly and reactively in dealing with media enquiries during a time of crisis.

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Further to working with journalists, this team (or person, depending on the size of the company) is often responsible for writing press releases, leaflets and other printed materials, speeches, newsletters and sometimes material for the website. As the 'face' of the company, they speak at conferences, in radio or TV interviews or do presentations at events.

A degree is not essential for this role but many employers may require one in a related subject such as journalism, communications, advertising/marketing, English or politics. Strong writing, presentation and communication skills are needed in this role, as well as the ability to work under pressure and to tight deadlines.

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

An **Event Manager** helps run events, both inside and outside the organisation. They may support the Marketing Manager with a promotional launch, or the Press Officer with a news conference. They may also organise international company events, such as annual employee appreciation events or a company social day.

Their job involves understanding the needs and outcomes of the event, and planning all of the logistics and details around it. This includes sourcing the venue, sorting the catering, entertainment, equipment and supplies. They may also be responsible for the promotion of the event, to make sure people actually attend. Finally they're the 'go-to' person on the day of the event, to make sure everything runs smoothly and on time.

Skills needed for this role include strong project management and organisational skills, as well as keen attention to detail. In order to be able to deal with emergencies should they arise, good problem solving skills are also important.

Salaries may start at around £17,000 but can rise to £80,000 in some big companies, with some offering bonuses or commission.

Employability SKILLS

There are a number of skills needed to work in the Advertising and Marketing department, including:

- Excellent communication skills, both verbal and written
- Strong organisational and project management skills
- Confidence in public speaking at events, in meetings or to the media
- Ability to work under pressure and to tight deadlines
- Good business sense and awareness of products and services that are being promoted
- An interest in the media, marketing or branding.

A key employability skill is literacy and communication. It is important that staff read and write well, and can clearly communicate thoughts and ideas both in written reports and spoken presentations.