



 @MESCareersDept

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TRUST

Careers in Advertising, Marketing, Social Media Marketing and PR

A career in marketing is all about selling products and ideas in creative and innovative ways.

Every business that has something to sell – whether it's a mobile phone company or a cookery school – needs to inspire people to buy it: that's marketing. **Marketing** jobs cover lots of different areas, from researching the customers and what they want to buy, to writing 'copy' that encourages people to make the purchase.

Advertising is one (big) part of marketing. We come across advertisements every day – from Snapchat and YouTube ads to radio, billboards and magazines. A career in **public relations (PR)** is all about raising the profile of an organisation. For example, planning a campaign to highlight how eco-friendly your company is, or organising press releases and events to introduce your new business to the world.





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Learn from people in the industry discuss what the difference between marketing and adverting [here](#)

Hear from a student at Coventry University about his placement during his BA Advertising and Marketing course [here](#)

Check this link [here](#) all about being a communications manager

Discover more about this industry:-

[Marketing Manager Careers Profile](#)

[What is Marketing?](#)

[Digital Marketing Apprenticeship from QA Apprenticeships](#)

[Careers in Advertising](#)

[Careers in Marketing Advertising and PR](#)

[Tips to get a job in advertising](#)

[Advertising Degrees and Careers](#)





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Social Media Marketing

Social media marketing is a form of digital marketing that leverages the power of popular social media networks to achieve your marketing and branding goals. Social media marketing also includes paid social media advertising, where you can pay to have your business appear in front of large volumes of highly targeted users.

Careers Paths for SMM

Social Media Manager

Work and Social Media

Check these links for the industry's professional bodies:-

<https://www.theidm.com/>

<https://www.ideasfoundation.org.uk/>

<https://www.cipr.co.uk/>

<https://ipa.co.uk/knowledge/careers-in-advertising/#.WxED00gvyyI>

<https://socialmediaprofessionals.org/>





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Some of the different roles available in this industry:-

account management and customer support

advertising

affiliate marketing

brand management

campaign metrics and research

communications and public relations (PR)

community involvement

content marketing

copywriting

database management and analysis

direct marketing

display advertising

distribution

email marketing

event management

market research

media planning

mobile marketing

product pricing

public affairs

sales promotion

sales strategy

search engine marketing (SEM) and pay-per-click (PPC)

search engine optimisation (SEO)

social media

web design and development





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Some more information can be viewed here:-

<https://successatschool.org/careerzonesummary/5/Advertising-Marketing-Public-Relations>

<https://www.prospects.ac.uk/jobs-and-work-experience/job-sectors/marketing-advertising-and-pr/overview-of-the-uks-marketing-advertising-and-pr-sector>

<https://www.qmul.ac.uk/careers/media/careers/docs/industry-guides-21/Getting-into-Marketing,-Advertising-&-PR.pdf>

<https://nationalcareers.service.gov.uk/search-results?searchTerm=advertising+marketing+pr+>

Some local companies that work in this industry:-

<http://escapadepr.com/about-us/>

<https://littleredrooster.co.uk/>

<https://toplinepr.co.uk/>

<https://www.berkeleypr.com/>

<https://abovedigital.co.uk/>

<https://bhandp.com/>

<https://www.caffeinemarketing.co.uk/marketing-agency-reading/>

Don't forget that most companies have their own inhouse advertising, marketing, PR and SMM departments, so you could work for Marks and Spencer, Wood, British Gas, Maiden Erlegh Trust or any other company and take care of their communications with their clients and customers!

