Introduction to Getting Work Experience in Marketing, Advertising and PR

A&H THE FUTURE IS NOW! CAREERS PROGRAMME
Speakers

• **CLAIRE MC MAHON**: ARTS AND HUMANITIES CAREERS CONSULTANT

• **SOPHIE ALMACK**: PLACEMENT YEAR, COMMUNICATIONS OFFICER VOLUNTEERING AND ENTERPRISE

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This session will help you...

1. UNDERSTAND THE DIFFERENCE BETWEEN ADVERTISING, MARKETING AND PR AND THINK ABOUT WHICH ONE IS RIGHT FOR YOU

2. WHERE TO FIND WORK EXPERIENCE, BOTH PAID AND UNPAID

3. HELPFUL TOP TIPS

4. INSPIRATION FROM OUR SPEAKERS
WHAT ARE THE DIFFERENCES BETWEEN ADVERTISING MARKETING AND PR?
Activity

NAME THE JOB TITLE OF THE FOLLOWING ROLES AND SAY WHETHER THEY ARE IN ADVERTISING, MARKETING OR PUBLIC RELATIONS.
1. Guess the job title

AS THE ? YOU WILL BE RESPONSIBLE FOR MANAGING A PORTFOLIO OF CLIENTS AND BEING THEIR MAIN POINT OF CONTACT ON A DAILY BASIS.

DAY TO DAY RESPONSIBILITIES:

• BE THE MAIN POINT OF CONTACT FOR CLIENTS
• WORKING CLOSELY WITH THE ACCOUNT DIRECTOR TO DEVELOP CLIENT STRATEGIES AND MANAGE DELIVERY
• HANDS ON IN CREATING ENGAGING CONTENT: PRESS RELEASES, ARTICLES, BLOGS
• MEDIA RELATIONS: SELLING IN PRESS RELEASES TO THE MEDIA AT LOCAL AND NATIONAL LEVEL AND ENJOY BUILDING THESE RELATIONSHIPS
2. Guess the job title

• AN AMAZING OPPORTUNITY TO KICK START YOUR CAREER WORKING AT THIS SUPER-FRIENDLY SOHO-BASED CREATIVE AGENCY WITH A PORTFOLIO OF LOVELY, HIGH-PROFILE CLIENTS FOR WHOM WE PRODUCE 360° GLOBAL COMMUNICATIONS CAMPAIGNS.

• DUE TO A RECENT NEW BUSINESS WIN WE ARE LOOKING FOR A DRIVEN, ENERGETIC AND MOTIVATED GRADUATE TO JOIN THE TEAM AND WORK ON THE AGENCY’S FLAGSHIP CLIENT.

• THERE WILL BE LOTS OF OPPORTUNITY TO TAKE RESPONSIBILITY ON YOUR OWN CAMPAIGN PROJECTS PRODUCING MORE OF THE BEAUTIFULLY CRAFTED CAMPAIGN WORK THAT THIS AGENCY IS KNOWN FOR.
3. Guess the job title

• A HIGHLY SUCCESSFUL INTERNATIONAL HOUSEHOLD GOODS MANUFACTURER AND A CLEAR BRAND LEADER WORLDWIDE. ENTREPRENEURIAL, INNOVATIVE AND DYNAMIC, WE MANUFACTURE AND MARKET A RANGE OF BRANDS, PLUS A LIMITED RANGE OF OWN LABEL PRODUCTS.

• DUE TO STRONG GROWTH WE HAVE DEVELOPED A STRATEGY TO BUILD SALES AND DISTRIBUTION INTERNATIONALLY. WE ARE SEEKING A ??? TO JOIN THE TEAM TO DRIVE AND PROMOTE OUR AMBITIOUS PLANS.

• RESPONSIBILITIES INCLUDE:

• TAKING OWNERSHIP OF ALL SOCIAL MEDIA ACTIVITY AND ASSISTING WITH EVENT LOGISTICS

• PACKAGING ARTWORK DESIGN AND ADMINISTRATION, WORKING WITH AGENCIES TO PRODUCE POINT OF SALE MATERIAL
Guess the Job Title Results

1. PR ACCOUNT MANAGER
   • USUALLY IN HOUSE FOR A LARGER ORGANISATION, IN THIS CASE WORKING FOR AN AGENCY
   • MANAGES AND PROTECTS CLIENT’S REPUTATION USING ALL FORMS OF MEDIA AND COMMUNICATION

2. GRADUATE ACCOUNT EXECUTIVE (ADVERTISING)
   • ALMOST ALWAYS WITHIN AN AGENCY
   • LINK BETWEEN CLIENTS AND THE AGENCY
   • RESPONSIBLE FOR THE COORDINATION OF CAMPAIGNS AND COMMUNICATING CLEARLY TO ALL THOSE INVOLVED

3. MARKETING EXECUTIVE
   • USUALLY IN HOUSE/ SOMETIMES AGENCY
   • DEVELOPING CAMPAIGNS TO PROMOTE A PRODUCT, SERVICE OR IDEA
The sector

THE THREE AREAS INTERLINK AND ARE ALL FORMS OF MARKETING, BUT ALSO HAVE DIFFERENT INDIVIDUAL FUNCTIONS:

• ADVERTISING **CREATE THE NEED** FOR A PRODUCT / BRAND / SERVICE

• MARKETING **PROMOTES** THE PRODUCT / BRAND / SERVICE

• PR **MANAGES THE REPUTATION** OF THE PRODUCT / BRAND / SERVICE
Possible specialisms within the sector

• BRAND MANAGEMENT
• CAMPAIGN METRICS AND RESEARCH
• COMMUNICATIONS
• CONTENT MARKETING
• COPYWRITING
• DIRECT MARKETING
• DISPLAY ADVERTISING
• MEDIA PLANNING
• PAY PER CLICK
• SEARCH ENGINE OPTIMISATION
• SOCIAL MEDIA
• WEB DESIGN AND DEVELOPMENT
Ask the person beside you

WHICH SECTOR APPEALS TO YOU?
Where are the jobs?

- London, South East and North West are creative hubs with many agencies.
- Many industries, e.g., retail, pharma, charities, public sector, have graduate schemes in marketing.
- There are also many direct entry roles available nationwide.
What about my degree subject – does it matter?

• **NO! IT’S ABOUT THE RELEVANT SKILLS YOU HAVE (FROM DEGREE/EXPERIENCE)**
• **WHATEVER YOUR ACADEMIC BACKGROUND, GETTING WORK EXPERIENCE IS ESSENTIAL**
• **REFLECT ON WHAT SKILLS YOUR DEGREE OFFERS, E.G.**

LINGUISTICS - FOR THE SYNTAX ANALYSIS (SEO)
ENGLISH AND LANGUAGES – USING LANGUAGE/S TO ADAPT THE TONE OF MESSAGES FOR DIFFERENT EFFECTS
HISTORY, HISTORY OF ART, ARCHAEOLOGY – STRONG RESEARCH SKILLS
PHILOSOPHY – PROBLEM SOLVING / INNOVATIVE IDEAS
MUSIC AND TFTV – CREATIVE / ENTREPRENEURIAL / TECHNICAL SKILLS
WHERE TO FIND OUT MORE?
1. Prospects.ac.uk

Marketing, advertising and PR

https://www.prospects.ac.uk/jobs-and-work-experience/job-sectors/marketing-advertising-and-pr/graduate-jobs-in-marketing-advertising-and-pr
2. York Profiles and Mentors

Welcome students

You can use the career profiles on this website to learn more about the world of work or to find a York graduate who can be your mentor.

You can also write a profile about your work experience for other students to read (Login then click My Account to get started).

Welcome alumni, staff and friends

Your experience of the world of work could transform a York student's career prospects – whether you mentor them, answer a question or provide a written profile for them to read.

https://www.york.ac.uk/services/careers/app/profiles2/?
3. Careers and Placements Webpages

Advertising, marketing and PR

This broad sector is a popular career area for many - particularly as it welcomes graduates from many different degree disciplines. Understanding people and why they make the choices they do, then putting an effective strategy in place to influence those choices is at the heart of marketing.

A key decision will be whether you would prefer to work "in house" within a marketing department, or for an agency offering marketing services to a number of clients. Although the tasks may be similar, working relationships will be very different and will require different sets of skills.

Explore...
Learn more about advertising, marketing and PR to help inform your planning by answering questions such as:
- What's it all about?
- Is it right for me?
- What roles exist in the sector?

Getting into...

Discover more about what it takes to get into advertising, marketing and PR, including:
- Skills development
- Work experience
- Jobs and vacancies
- Applications advice

Discover other sectors
This sector not for you? Don't worry, there are plenty of other options still to explore:
- Advertising, marketing and PR
- Charity and voluntary sector
- Civil Service, central and local government
- Criminal justice system
- Digital and IT
- Education - general
- Education - schools teaching
- Environment
- Finance and consultancy
- Health
- Journalism and publishing
- Legal services
- Politics and public affairs
- Social care and social work

More sectors - coming soon.

For general background information on other sectors, see Prospects website's Job sectors.

https://www.york.ac.uk/students/work-volunteering-careers/ideas/sectors/advertising/
4. Sector Overview

WHERE TO FIND WORK EXPERIENCE?
Dive in!

Get involved with:

1. Voluntary work & Enterprise
2. SIB
3. PY
4. Student societies.
Volunteer in Advertising, Marketing and PR
Charlotte Wainright

Healthwatch York Communications Volunteer

Gain marketing and PR skills by helping to promote the work of Healthwatch York, giving people the chance to have their say about local health services.

Lollipop Fundraising Assistant

Support young people with hearing loss by promoting and attending fundraising events for the charity and gathering public opinion.
Volunteer in Advertising, Marketing and PR (2)

*SASH Fundraising Events Assistant*

Help plan, promote and recruit volunteers for SASH’s two biggest fundraisers, the annual sleepout and the three peaks challenge.

*Visit York: Meet and Greet Volunteer*

Greet visitors to York’s Information Centre and help to market York’s exciting history and heritage.
Get involved

● View all opportunities and apply at york.ac.uk/volunteering

● Complete the application form

● Volunteer next term!

Applications close on Sunday Week 6
Community Projects

Gain exciting and meaningful work experience this Summer Term:

- Storytelling at The Yorkshire Museum
- Capture and create oral history stories for an exhibition with Rowntree

Find out more from Week 7 via the Careers webpages.
Learn the basics of starting your own business through the Explore Enterprise programme.

A great way to gain experience creating ideas and pitching them.

Apply via the Enterprise webpages by Sunday Week 5.
2. Student Internship Bureau

Join our mailing list for weekly alerts of paid, local, summer internships.

https://www.york.ac.uk/students/work-volunteering-careers/skills/work-experience/internship-bureau/
Student Internship Bureau

Previous example: 6 week Digital Marketing Internship

- MM Growth, High Petergate, York

- Sign up for email alerts at www.york.ac.uk/careers/gateway

- Follow SIB on facebook
3. Placement Year

- PLACEMENT YEAR VIDEO
Placement Year Stories

• **SOPHIE ALMACOCK**: PLACEMENT YEAR, COMMUNICATIONS OFFICER VOLUNTEERING AND ENTERPRISE

• ALEX ARMSTRONG, JUNIOR MARKETING ASSISTANT AT HARRISON SPINKS

• ALEX'S PLACEMENT YEAR

• HARRISON SPINKS JUNIOR MARKETING ASSISTANT ROLE: CLOSES MARCH 1ST
4. Student Societies

https://www.yusu.org/opportunities/societies
5. Advertised opportunities: General

WWW.YORK.AC.UK/CAREERS/GATEWAY
WWW.PROSPECTS.AC.UK
WWW.WORK-EXPERIENCE.ORG
WWW.STEP.ORG.UK
WWW.TARGETJOBS.CO.UK
WWW.MILKROUND.COM
WWW.FLEDGLINGS.NET
WWW.INSTANTIMPACTINTERNS.COM
WWW.INTERNSHIP-UK.COM
WWW.INSPIRINGINTERNS.COM
WWW.RATEMYPLACEMENT.CO.UK
WWW.ANYINTERN.COM
WWW.STUDENTLADDER.CO.UK
6. The Hidden Job Market:
Speculative Applications
PR Consultancies include:
• BCW
• BRUNSWICK GROUP
• CHIME
• EDELMAN
• FINSBURY
• FLEISHMANHILLARD FISHBURN
• FREUDS
• FTI CONSULTING
• GRAYLING
• HILL+KNOWLTON STRATEGIES (H+K)
• LEWIS
• MHP
• MSLGROUP UK.
Advertising and Comms agencies include:

• ADAM&EVEDDB
• AMV BBDO
• BD NETWORK
• LEO BURNETT
• MOTHER
• OGILVY
• PUBLICIS WORLDWIDE UK
• SAATCHI & SAATCHI
• VCCP
• WCRS
• WE ARE SOCIAL.
Marketing graduate schemes available with:

- CENTRICA
- DIAGEO
- EE
- GSK UK (GLAXOSMITHKLINE)
- L'ORÉAL
- MORRISONS
- NESTLÉ
- NESTLÉ
- P&G (PROCTER & GAMBLE)
- SKY
- UNILEVER.
TOP TIPS TO HELP YOU STAND OUT FROM THE CROWD!
1. Enter competitions
L’Oreal Brandstorm

• BRILLIANT EXPERIENCE TO DEVELOP INNOVATIVE SKILLS RELEVANT TO ADVERTISING, MARKETING AND PR
• FANTASTIC TO HAVE ON YOUR CV
• PRIZE INCLUDES AN ALL EXPENSES PAID TRIP TO PARIS
• BRANDSTORM 2020
• YORK STUDENTS WERE WINNERS IN 2016 AND FINALISTS IN 2015
• OPEN NOW, CLOSING 16/03/2020
D&AD New Blood Awards

• 19 ad briefs
• Your chance to make your name
• Deadline 24/03/20
• See https://www.dandad.org/en/d-ad-new-blood-awards/
2. Start a blog/vlog

AS RECOMMENDED BY MUSIC PR MANAGER BETH PARNELL:
HTTPS://WWW.BBC.CO.UK/BITESIZE/ARTICLES/ZNH7Y9Q
3. Attend fairs/events to build your contacts

[Link to York University careers fairs page] york.ac.uk/careers/fairs
4. Craft your online presence
5. Craft your CV!

- CV GUIDE ON VLE:  HTTPS://VLE.YORK.AC.UK
- WEBSITE:  HTTPS://WWW.YORK.AC.UK/STUDENTS/WORK-VOLUNTEERING-CAREERS/APPLY/
- DROP IN FOR CV REVIEWS: MON-FRI 11-1
  CAREERS AND PLACEMENTS (VIA WEBINAR ON MONDAYS)
Thinking Ahead: Graduate Roles

- CAMPAIGN JOBS
- THE DRUM JOBS
- MAD JOBS
- MARKETING WEEK JOBS
- SIMPLY MARKETING JOBS
- PR WEEK
- PRESS GAZETTE
- PUBLIC RELATIONS AND COMMUNICATIONS ASSOCIATION (PRCA)

- EVEN IF YOU ARE NOT ELIGIBLE NOW, SEARCH FOR AND SAVE INTERESTING OPPORTUNITIES
- FIND OUT WHAT THEY ARE LOOKING FOR AND TRY TO GAIN EXPERIENCE TO FILL IN ANY GAPS YOU MAY HAVE!
Careers
For Further Help...

CAREERS CENTRE
- MONDAY-FRIDAY, 10AM-5PM (UG TERM TIME)
- NEXT TO CAMPUS CENTRAL CAR PARK, NEAR BERRICK SAUL AND MARKET SQUARE

ONLINE
- WWW.YORK.AC.UK/CAREERS/SOCIALMEDIA
- WWW.YORK.AC.UK/CAREERS
- WWW.YORK.AC.UK/EVENTS
THANK YOU FOR LISTENING AND ANY QUESTIONS?

Please give feedback to tell us what we did well or what we could improve: bit.ly/AHfeedback