



JOB of the Week



Job name: Marketing executive

Job description: **Marketing executives** aim to maximise profits through developing sales strategies that match customer requirements and by promoting products, services or ideas. **Marketing executives** develop and oversee **marketing** campaigns to promote products and services.

Tasks you will undertake in the job: As a Marketing executive, you'll:

- create awareness of and develop the brand you're marketing
- communicate with target audiences and build and develop customer relationships
- help with marketing plans, advertising, direct marketing and campaigns
- support the marketing manager in delivering agreed activities
- source advertising opportunities and place adverts in the press or on the radio
- work closely with in-house or external creative agencies to design marketing materials such as brochures and adverts
- write and proofread marketing copy for both online and print campaigns; produce creative content, including videos and blog posts; source and secure sponsorship
- run social media channels (e.g. Twitter, Facebook and LinkedIn) to enhance audience engagement
- organise and attend events such as conferences, seminars, receptions and exhibitions
- liaise with designers and printers and organise photo shoots
- arrange the effective distribution of marketing materials
- maintain and update customer databases
- conduct market research, for example using customer questionnaires and focus groups
- develop relationships with key stakeholders, both internal and external.
- With experience, you'll need to:
 - develop and implement a marketing strategy (often as part of a wider sales and marketing programme)
 - evaluate and review marketing campaigns, advertising and SEO to make sure the correct mediums are being used and campaigns are effective
 - track marketing performance and return on investment and prepare weekly or monthly reports for management

Skills required for this job (core competencies):

Communication	Resilience	Organisation	Teamwork
Problem Solving	Initiative	Creativity	Digital literacy

Sectors in which Marketing executives would normally work:

As marketing is a core element of all organisations, you can find marketing opportunities across all industry sectors ranging from the financial, consumer and information technology industries to not-for-profit organisations, such as charities, local government and higher education institutions.

You can also find work with full-service marketing agencies, which develop and implement marketing strategies and campaigns on behalf of their clients. These agencies offer a multidisciplinary service to clients looking for a full communications package. This is because they either lack marketing expertise or need to supplement their in-house marketing support. Marketing is an increasingly competitive and specialised industry and is a popular career choice for graduates.

Salary: Marketing executives are typically paid a starting wage of £20 000, this increases with experience, skilled Marketing executives can expect to earn approximately £35 p.a.



Working hours: Working hours are usually around 37-39 hours per week. It is likely that you will work during some evenings and weekends (occasionally)

Qualifications to become a Marketing executive:

You can get into this job through: a university course; an apprenticeship; working towards this role

University. Employers recruit from a range of subjects. Relevant courses include a foundation degree, higher national diploma or degree in: marketing communications; advertising; business and management; psychology and humanities. It may be possible to study The Chartered Institute of Marketing (CIM) qualifications alongside your degree through the Graduate Gateway programme.

Entry requirements You'll usually need: 1 or 2 A levels, or equivalent, for a foundation degree or higher national diploma AND 2 to 3 A levels, or equivalent, for a degree

Apprenticeship. You can get into this role through a marketing assistant advanced apprenticeship, or higher apprenticeship as a marketing executive. Entry requirements. You'll usually need: 5 GCSEs at grades 9 to 4 (A* to C), or equivalent, including English and maths, for an advanced apprenticeship 4 or 5 GCSEs at grades 9 to 4 (A* to C) and A levels, or equivalent, for a higher or degree apprenticeship

Essential skills you need to show: You'll need to have:

- communication and interpersonal skills; customer-facing skills
- commercial awareness and business acumen; the ability to think strategically
- copywriting and design skills in order to produce marketing materials for both print and online
- creativity; an eye for detail; analytical skills to evaluate marketing campaigns
- drive and self-motivation; a flexible approach to work; the ability to work well under pressure
- teamwork and the ability to foster good working relationships
- influencing and negotiation skills
- foreign language ability - may be helpful if working for multinational companies.

This job in the future: The workforce is projected to grow by 6.3%, creating 4 700 jobs; in the same period, 50.4% of the workforce is likely to retire, creating 37 200 job opportunities.

www.icould.com

www.successatschool.org

www.nationalcareers.service.gov.uk

www.prospects.ac.uk/jobs-and-work-experience/job-sectors

www.ucas.com/careers-advice

www.kudos/cascaid.co.uk/#/ (you all have a log on for this service)

www.careersbox.co.uk (careers videos)

Helpful sites for careers information
GAT careers links

<http://airhead.io/public/launchpads/XqbuOMJgb0OfqvMPCykcZA>

