Advertising

Introduction
The advertising sector generates £6.2 billion annually for the UK economy, employing 250,000 individuals across 13,000 different companies. Positions in this area of work exist with specialist advertising agencies such as Ogilvy and the BD Network, and in-house positions at large companies. Advertising is seen by many as a desirable profession, regularly coming out as the leading answer when students and graduates are asked which sector they’d ideally like to work in, making it one of the most competitive areas in graduate employment. The nature of the work can be very interesting and creative in nature, but those new to the sector are often expected to work longer than average hours, at a relatively low starting salary.

Key resources
AdMission
www.theadmission.co.uk
A website run by the Institute of Practitioners in Advertising, (IPA) AdMission is a careers information site, with information on the sector and different roles within it, application advice, and a regularly updated blog.
What we like: AdMission run two internship programmes; AdSchool for penultimate year students and AdAcademy for finalists and graduates.

Ogilvy Advertising Fellowships
www.ogilvyfellowship.co.uk
The Ogilvy fellowships consist of three 1 year placements within Ogilvy, which provide a foundation for a career in advertising.

Advertising Association
www.adassoc.org.uk
This organisation represents the diverse community of advertising professionals.
What we like: Contains guides to a number of advertising issues, such as alcohol regulations and advertising to children. These could be useful for showing market awareness at interview.

Diagonal Thinking Self-assessment Tool
www.diagonalthinking.co.uk
Diagonal Thinking is a self-assessment tool which has been developed by The Institute of Practitioners in Advertising (IPA) in consultation with other professionals in the advertising industry. It is designed to aid recruitment into advertising and communications roles by assessing an individual’s ability to think both laterally and linearly.
What we like: Even if you’re not tested on this during the recruitment process (and you often will be) being to state at interview that you’ve taken and done well at a Diagonal Thinking test will not only show that you’ve done your research, but also that you have the skills necessary for the role.

Commercial awareness
Perhaps more than any other sector, advertising is constantly evolving, with a growing emphasis on digital technology and online marketing of brands and products. In addition, the very nature of advertising means that campaigns and styles that are very popular and widely-used at one stage can quickly become outdated and tired, with agencies always looking to be innovative and ahead of the curve. As a result, knowledge of the sector, and current issues facing it, is crucial. These resources should help you work on this.

Institute of Practitioners in Advertising
www.ipa.co.uk/jobs
The IPA is a trade and professional body for advertising, media and marketing communications agencies. Their website provides information on the industry, the advertising process, different job functions and some job vacancies.

Prospects
www.prospects.ac.uk/marketing_advertising_pr_sector.htm
A comprehensive guide to the sector from the Prospects website.
**Job sites**

**Brand Republic Jobs**

http://jobs.brandrepublic.com/

A specialist jobs website, with a number of positions in the advertising industry.

**Creative Pool**

www.creativepool.co.uk

Creative Pool is a searchable job vacancy database, which specialises in UK based jobs in the creative industries of advertising, media and publishing.

**Creative Access**

www.creativeaccess.org.uk

An organisation set up to offer opportunities in the creative industries for young people from under-represented black, Asian and other minority ethnic backgrounds (BAME.)

**Further Information**

**Careers Tagged**

www.careerstagged.co.uk

Careers Tagged is an online careers library. Type a keyword (such as ‘Job site’) and you’ll find information sheets, jobsites, blogs, professional organisations and much more. Narrow your search by typing a second keyword (such as ‘France’). All material is vetted and checked by careers staff, to ensure it is useful and relevant. For Advertising try tags such as ADVERTISING, MARKETING and CREATIVE INDUSTRY.

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