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.

What skills will I need?
- Ability to work to tight deadlines
- Creativity
- Communication skills and teamwork
- High levels of organisation
- Some understanding of advertising and marketing concepts. This doesn’t have to be at an incredibly detailed level, but given the high competition for places, they’ll want to see that you’ve begun your research – see the “Commercial Awareness” section under “Action” in this handout for more on this,

What we like:
- Allowing you to search a database of agencies that are members of the IPA, and filter by location in the UK and whether or not they offer graduate schemes. Also useful for identifying places to send speculative applications to.

Resources that you might find useful to discover more about Advertising include:

Prospects
www.prospects.ac.uk/marketing_advertising_pr_sector.htm
A comprehensive guide to the sector from the Prospects website. Be sure to check the sections with the word “Marketing” too, as some of the information contained within relates to the Advertising sector too.

Prospects – Job Roles
https://www.prospects.ac.uk/job-profiles/browse-sector/marketing-advertising-and-pr
Gain an understanding of some of the more typical roles within the industry, such as account executive, account planner and copywriter.

Creative Skillset
http://creativeskillset.org/creative_industries/advertising_and_marketing_communications/about_the_industry
A skills body focused on creative industries, its website serves as a useful source of information about creative careers. It’s not aimed explicitly at students, but this is still a really useful overview of the sector and the skills you’ll require. The “job roles” section, linked to on the left side of this page, also has detailed profiles of a variety of roles within advertising.

IPA – Are you suited to advertising?
www.diagonalthinking.co.uk
An information site developed by The Institute of Practitioners in Advertising (IPA), including Diagonal Thinking, a self-assessment tool which has been designed to aid recruitment into advertising and communications roles by assessing an individual’s ability to think both laterally and linearly.

What we like: Being able 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.

Guardian 10 tips for getting into advertising
https://www.theguardian.com/careers/tips-to-get-a-job-in-advertising
Quite old, but an interesting piece with tips from professionals.

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:

**Advertising Association**
[www.adassoc.org.uk](http://www.adassoc.org.uk)
This organisation brings together professionals from across the advertising industry, to facilitate discussion and best practice.

**What we like:** Contains information about current campaigns and current topics affecting advertising, a good way to gain awareness of the sector to use in assessment and interviews.

**Campaign**
[www.campaignlive.co.uk](http://www.campaignlive.co.uk)
Campaign is a news-led magazine, focusing on developments and current issues in the world of advertising.

**Committee of Advertising Practice**
[www.cap.org.uk](http://www.cap.org.uk)
There are two Committees of Advertising Practice, broadcast and non-broadcast. Both of these CAPs are responsible for the advertising codes which ensure that advertising is honest and decent, to protect both consumers and the advertising industry. Being able to show awareness of these codes during the application process could help you stand out at interview.

**The Drum**
[www.thedrum.co.uk](http://www.thedrum.co.uk)
This site contains news and reports relating to advertising and marketing campaigns and accounts. Also hosts a jobs board.

**Speculative Applications**
While a range of traditional jobs boards exist for vacancies in this sector, Advertising is more open than many to considering speculative applications, where you approach employers directly asking them to consider you for a position or a period of work experience. An eye-catching application could be of particular benefit in this sector, as it allows you to show off your creativity. But don’t forget that ultimately, it’s your skills that are the most important thing to highlight.

Read our guide towards unadvertised jobs and internships on our website - [http://libguides.kcl.ac.uk/ld.php?content_id=19729103](http://libguides.kcl.ac.uk/ld.php?content_id=19729103), and use the IPA’s Agency Database to identify agencies you’d like to apply to - [http://www.theadmission.co.uk/the-agencies/](http://www.theadmission.co.uk/the-agencies/)

**Job Sites**
As well as the job boards listed below, which advertise roles in advertising and marketing across a number of different organisations, bear in mind that many of the large agencies run graduate schemes. You can see a list of some of these under the “Who are the main graduate employers” section at [https://www.prospects.ac.uk/jobs-and-work-experience/job-sectors/marketing-advertising-and-pr/overview-of-the-uk-marketing-advertising-and-pr-sector](https://www.prospects.ac.uk/jobs-and-work-experience/job-sectors/marketing-advertising-and-pr/overview-of-the-uk-marketing-advertising-and-pr-sector)

**Ogilvy**
[https://ogilvy.co.uk/have-career](https://ogilvy.co.uk/have-career)
Ogilvy are an international advertising and marketing agency with a large presence in London. As well as offering standard opportunities, they run programmes such as *The Match*, a one year placement across different teams, *The Pipe*, a sixth month opportunity as an intern, and a week-long work experience programme.

**Institute of Practitioners in Advertising**
[http://www.ipa.co.uk/jobs#.WxZuYu6lJuUk](http://www.ipa.co.uk/jobs#.WxZuYu6lJuUk)
The IPA is a trade and professional body for advertising, media and marketing communications agencies. Their website has a comprehensive jobs board, and also has some sector information through a series of blogs – these are quite detailed and probably require a detailed knowledge before you’ll understand them, but could be useful for sector information.

**Campagne Jobs**
[https://www.campaignlive.co.uk/jobs/all/advertising/](https://www.campaignlive.co.uk/jobs/all/advertising/)
The jobs board for Campaign magazine, you can search directly for jobs in advertising.

**Creative Pool**
[www.creativepool.co.uk](http://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](http://www.creativeaccess.org.uk)
An organisation set up to offer opportunities in the creative industries, including advertising and marketing, for young people from under-represented black, Asian and other minority ethnic backgrounds (BAME.) There’s a post on our blog detailing why Creative Access, and other similar schemes, are so necessary - [https://blogs.kcl.ac.uk/kingscareers/bame-creative-industry/](https://blogs.kcl.ac.uk/kingscareers/bame-creative-industry/)

**Mad Jobs**
[https://jobs.mad.co.uk/](https://jobs.mad.co.uk/)
Marketing and advertising roles are advertised on here, with more of the latter than some of the others listed here.

**Using this handout**
Like the majority of our sector handouts, the content in here is divided into three sections: Discover, Focus and Action. These sections will help you access the right level of information, depending on how far along you are with your career plans.

All three of these stages have corresponding pages on our KEATS careers hub ([www.kcl.ac.uk/careerse-learning](http://www.kcl.ac.uk/careerse-learning)) which you may also find helpful to explore and work out where in your career planning journey you are. You may find that you are somewhere in between these stages, or move from one to another at different stages – don’t worry, this is completely natural!

**King’s CareerConnect**
[www.kcl.ac.uk/careerconnect](http://www.kcl.ac.uk/careerconnect)
King’s CareerConnect is our exclusive online career portal enabling students and recent alumni to engage with our services. Once logged in, you can access our vacancy board and search hundreds of part-time roles, placements, internships and graduate-level opportunities, book one-to-one careers or application guidance appointments, apply for exclusive King’s Internships and view our full events calendar to book attendance at our many events throughout the year.

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*Throughoutour website there are links to websites whose content is outside our control. The inclusion of links on these pages in no way constitutes a recommendation of the services or information provided. Please use your own judgement and be especially wary of any service which asks you to pay! Be cynical.*

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