This handout contains information and resources relating to careers in Marketing & PR, two different career paths, but two that share some characteristics and that you’ll need similar skillsets to succeed in.

**Marketing**

**Discover**

This section contains resources that will give you an introduction and overview to the sector.

Marketing is a term that encompasses a large number of roles across a range of organisations. Given its importance to an organisation’s success almost all will have some form of marketing in its operations; what differs is how they choose to use it. Some bring their marketing in-house, employing people within their team to work on it, while others go to specialist agencies who charge a fee to companies to look after it. It’s also not uncommon for people to work as freelancers in the sector, although this usually requires a few years’ experience.

Working in marketing could see you work on one very specific component, for example Search Engine Optimisation, or cover a broad range of different marketing functions, depending on the scope of the organisation’s marketing focus. Read through the resources listed here to gain a better understanding of which approach holds more appeal to you.

**What skills will I need?**

- An understanding of marketing, particularly around online techniques.
- Creativity and innovation
- Confidence – you’ll need to present new ideas and approaches, which may sometimes be knocked back.
- Digital skills

**Prospects – Marketing, advertising and PR**

http://www.prospects.ac.uk/marketing_advertising_pr_sector.htm

A comprehensive overview of the overall marketing sector from the Prospects website, it also features job profiles, courses and advice on how to get into the sector.

**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.

**Get into Marketing**

https://www.cim.co.uk/more/get-into-marketing/

A page on the Chartered Institute of Marketing’s website. Not as comprehensive as it used to be, and does serve as a bit of an advertisement for their courses.

**What we like:** Contains useful information about what marketing is in practical terms, and how you’d utilise the skills involved day-to-day. Also has a list at the bottom of how the subject area you study could be of benefit to marketing employers, which you could use to see how you’d fit in to a marketing role.

**Focus**

Information for those of you who starting to think that a career in marketing might be for them, and who want to explore it in more detail.

**The Chartered Institute of Marketing**

www.cim.co.uk

The CIM is a leading professional marketing body. There’s a useful Get into Marketing guide under the “more” tab, and the “Content Hub” features blogs, podcasts and articles to help you learn more about different areas of marketing. They also run lots of focused events.

**Marketing Week**

www.marketingweek.co.uk

An easily digestible marketing related news website, which also has a jobs database specialising in marketing, advertising and the media.

**Campaign**

https://www.campaignlive.co.uk/

Serving the marketing, advertising and media communities, Campaign features news articles and opinion pieces on the industry. Great for getting a greater flavour of the sector and building up awareness, though quite in-depth.

**The Drum**
www.thedrum.co.uk
This site contains news and reports relating to advertising and marketing campaigns and accounts. Also hosts a jobs board.

The Institute of Direct Marketing (IDM)
www.theidm.com
The IDM is an educational trust and registered charity which offers an education and training programme to help develop the careers of direct marketing professionals.
What we like: Under the 'Employability Schemes' tab, details of marketing competitions and summer schools are listed. There is also a blog, videos, and other useful information listed under the 'Content & Resources' tab.

The Market Research Society (MRS)
https://www.mrs.org.uk/resources
The MRS is a membership association for the market research industry. The resources section of their website includes a careers section, with case studies of graduates working in the sector, and advice on how to make successful applications and network.

Action
Resources which will allow you to take concrete steps towards achieving your career goals in the sector.

Campaign Jobs
https://www.campaignlive.co.uk/jobs/
A specialist jobs website with a number of positions in the marketing industry.

Guardianjobs
http://jobs.theguardian.com/jobs/marketing-and-pr
The section of the Guardianjobs website dedicated to marketing and PR positions. Search by sector, employer type and location, amongst other filters.

EMR Recruitment
http://www.emrrecruitment.co.uk/
A recruitment website with vacancies in marketing, communications and digital roles. Also features a blog.

Mad
https://jobs.mad.co.uk/
Marketing and advertising roles advertised on here, with more of the latter than some of the others listed here.

Marketing Week Jobs
https://jobs.marketingweek.com
Marketing Week is an online news website, and much like Campaign, has its own jobs board.

Simply Marketing Jobs
www.simplymarketingjobs.co.uk
Search for vacancies in the marketing sector.

PR
Discover
This section contains resources that will give you an introduction and overview to the sector.

Working in PR involves managing reputations for an organisation or company, and its products or services. PR work covers a range of sectors, including finance, consumer and public affairs and is expanding rapidly in the environmental area.

Prospects
http://www.prospects.ac.uk/marketing_advertising_pr_sector.htm
A comprehensive overview of the overall Marketing and PR sector from the Prospects website, along with an article on “4 tips for starting in a Career in PR” which features advice and case studies of recent graduates working in the area. There’s also a job profile of a Public relations officer available at https://www.prospects.ac.uk/job-profiles/public-relations-officer

Chartered Institute of Public Relations (CIPR)
https://www.cipr.co.uk/content/policy/careers-advice
The Chartered Institute of Public Relations is the largest public relations institute in Europe. Their website features a very detailed section about careers in PR, and helps you not only get an understanding of what a career in PR entails, but should also get you asking the right questions to yourself about whether or not a career in PR is right for you.

Pressat
http://www.pressat.co.uk/how-to-get-a-job-in-public-relations-and-various-other-pr-tips
Pressat are a press-release company (so not directly affiliated with the PR sector) but have produced a fantastic guide aimed at helping people start a career in Public Relations. There’s also a number of further links contained within the article, if you want to read more.

Focus
Information for those of you who starting to think that a career in PR might be for them, and who want to explore it in more detail.

PR Week
www.prweek.com
This is a useful site for keeping up-to-date with current news in the PR sector. This site contains a job vacancy database, where you can search for roles by sector, and a dedicated careers section with career-related articles. They also have a “Top 150 PR Consultancies” list, similar to the Times Top 100 and Guardian 300 lists, which may give you inspiration on which companies you want to aim your job search towards.

PR Moment
https://www.prmoment.com/
A PR news site, with a mixture of serious and more light-hearted in tone articles.
What we like: The weekly “Good and Bad PR” article is a relatively light-hearted take on what news-worthy topics have been in the news, and is an entertaining way of keeping up with what’s going on in the sector.

Institute of Public Relations
https://instituteforpr.org/conversations/
The Institute for Public Relations works to connect the PR industry to academic research within the field.
What we like: Their blog is a good way of keeping up to date with the latest issues and trends in the PR industry.

London School of Public Relations
London School of Public Relations is a course provider which offers training in PR, branding and reputational management (albeit, at prices probably comfortably out of most students' budget). However, their blog covers career issues and topical events through a PR lens, and is great for developing an up-to-date understanding of the sector.

Manchester Publicity Association
www.mpa.org.uk
The MPA is the largest publicity association in Europe, and their site includes creative and media events in Manchester that are open to the public.

Action
Resources which will allow you to take concrete steps towards achieving your career goals in the sector.

Campaign Jobs
https://www.campaignlive.co.uk/jobs/all/communications-and-pr/
A specialist jobs website with a number of positions in the Communications & PR industry.

Creative Access
www.creativeaccess.org.uk
An organisation set up to offer opportunities in the creative industries, including PR, 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/

Chartered Institute of Public Relations (CIPR)
www.cipr.co.uk
The Chartered Institute of Public Relations is the largest public relations institute in Europe. As well as the careers section mentioned earlier on in the guide, this PR finder allows you to search for PR practitioners, either nearby you or operating in the specialism you’re looking to operate in, which could help you locate appropriate employers.

Gorkana Jobs
https://www.gorkanajobs.co.uk/
A jobs site with a wide number of roles in PR. Search by sector, employer type and location, amongst other filters.

Guardianjobs
http://jobs.theguardian.com/jobs/marketing-and-pr
The section of the Guardianjobs website dedicated to marketing and PR positions. Search by sector, employer type and location, amongst other filters.

Public Relations Consultants Association
www.prica.org.uk
The Public Relations Consultants Association aims to raise standards in PR and is a trade association for PR consultancy professionals. The careers section contains both full-time posts and a small number of internships/graduate recruitment opportunities.

Third Sector
https://jobs.thirdsector.co.uk/jobs/pr-and-communications/
PR and communications are a large component of charities' work, and as such a number of roles within them are available. Third Sector is the largest jobs board in the UK for charity jobs.

Using this handout
Like the majority of our sector handouts, the content in here for both Marketing and PR 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/career-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
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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Throughout our 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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