

Advertising, Marketing & Public Relations

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Advertising, PR and Marketing

Advertising, PR and Marketing in the North West



Opportunities exist in specialist agencies, as well as multinational, small and medium size enterprises, which require advertising, promotion and/or marketing specialists.



Careers in Advertising, Promotion and Marketing

Careers in this sector can be entered with a degree from any discipline. However, work experience is important to help enter this competitive sector, as it will enhance your CV as well as building contacts. It will also help give a potential entrant a realistic insight into careers which aren't always as exciting as they

are sometimes portrayed! For more information look at:

www.prospects.ac.uk/links/occupations

Advertising

Typical employers include media agencies, new media agencies and full service agencies. Jobs within advertising include Advertising Account Executive, Planner or Manager, as well as Copywriters, Art directors and Media Planners and Buyers.

Advertising Agencies:

- BJJ
www.bjj.co.uk
- Cheetham Bell JWT
www.wpp.com/wpp/about
- Creative Concern
<http://www.creativeconcern.com/>
- Huetaminto
<http://www.huetaminto.co.uk/>

- Iris Manchester
www.irisnation.com
- Love
www.lovecreative.com
- McCann Erickson Manchester
<http://www.mccannmanchester.com/>
- Phd North
www.phd.co.uk
- Radford Advertising
www.radfordadvertising.com
- TBWA Manchester
www.tbwamanchester.com
- Unit Communications Group Ltd
<http://www.unitcomms.co.uk/>
- Vivid
www.viv-id.co.uk

Public Relations/Promotions

Public relations work falls into 2 distinct areas, either in-house (working exclusively for one company or organisation) or consultancy work (providing an independent service to several client organisations). There are opportunities across a wide range of industry sections. Graduate jobs include PR account executive and PR officer. The industry is thriving but as it is one of the top career choices for graduates it is still highly competitive.

PR Agencies:

- Amaze PR
www.amaze.com/default.aspx
- Bell Pottinger North
www.bellpottingernorth.co.uk
- Bird Consultancy
<http://www.birdconsultancy.co.uk/>
- Brazen PR
www.brazenpr.com
- Cameron Wells Communications
www.cameronwells.co.uk
- Citypress
<http://www.citypress.co.uk/>
- EuroRSCGHeist
www.eurorscgheist.com
- Golley Slater

- www.golleryslater.co.uk
- IMA Group
<http://www.ima-group.co.uk/>
- Mason Williams
www.mason-williams.co.uk
- Mere communications
www.mere.co.uk
- SKV Communications
www.skvcommunications.co.uk
- Staniforth
www.staniforth.co.uk
- Tangerine PR
www.tangerinepr.com
- Toast PR
www.toastpr.co.uk
- Weber Shandwick
www.webershandwick.co.uk/offices/manchester/meet-the-team.

Marketing

Marketing representatives and/or marketing departments can be found across all industry sectors. Opportunities also exist within marketing agencies. Graduate jobs include Marketing Executive (sometimes known as Marketing Assistants or Co-ordinators) and Market Researchers.

Marketing Agencies:

- Marketing Manchester
www.marketingManchester.com
- BDB
www.bdb.co.uk/
- Tetra Marketing
www.tetramarketing.co.uk
- Atomic
www.atomicdesign.co.uk
- IAS b2b Marketing
www.iasb2b.com/home/HomePage
- MC2
www.mcmc.co.uk
- Only marketing
http://www.onlymarketing.com/?gclid=CL7vuq3t3K8CFUsMtAodOyv8_g
- Aylesworth Flemming
<http://thead.biz/>

- The E Word
<http://theeword.co.uk/>
- Unit Communications
<http://www.unitcomms.co.uk/>
- Cube3
<http://www.wearecube3.com/>
- Delineo
<http://www.delineo.com/default.aspx>
- Kenyon Fraser Manchester
www.kenyons.co.uk
- ThinkTank Marketing
<http://www.ttmarketing.co.uk/>
- Red Marketing
<http://www.redcmarketing.net/>
- Lakestar Media
<http://www.lakestarmedia.com/>

Other specialist agencies in the North West

- Bluepole design - www.bluepole.co.uk
- Carat Media - <http://www.caratmanchester.co.uk/>
- Code Computer Love - <http://www.codecomputerlove.com/>
- Creative spark <http://www.creativespark.co.uk/>
- Mamuci Ltd – <http://www.mamuci.com/>
- Mediaedge:cia – www.mecglobal.com

Examples of larger companies, with a base in the North West, who have advertised for graduates to enter careers in advertising, promotion and/or marketing

- Astra Zeneca – www.astrazeneca.com (marketing)
- Bentley Motors – www.bentleycareers.com (PR and marketing)
- BT – www.bt.com (marketing)
- Manchester City Council – www.manchester.gov.uk (all)
- Unilever – www.unilever.co.uk/careers (marketing)

Examples of SME's, with a base in the North West, who have advertised for graduates to enter this sector

- Destinology – www.destinology.co.uk (marketing)
- Hilti – www.hilti.com (marketing)

Manchester Masters:

This is an opportunity to gain experience in areas such as PR, digital, design, advertising and marketing, to make contacts, to achieve a postgraduate qualification (free of charge) and to gain an enviable launch pad for your future career.

Students can apply from any undergraduate degree course but they must be due to graduate in the year they plan to take part in Manchester Masters. Traditionally open to graduates from one of the Greater Manchester Universities (University of Manchester, Manchester Metropolitan University, University of Salford and University of Bolton).though last year applications were opening up beyond the North west.

The top 50 applicants will be invited to attend a two day assessment centre, including group workshops and one to one interviews.

The 10 lucky finalists will have the opportunity to undertake a Masters degree at MMU Business School and take part in four placements throughout the year, within a wide range of leading Manchester companies including JW Lees, Deloitte, amaze and Manchester United.

For more information or to apply visit <http://www.manchestermasters.com>

Further information and vacancy sources

- www.prospects.ac.uk (detailed graduate information)
- For an overview of the sector and vacancy details have a look at: http://www.prospects.ac.uk/industries_advertising_overview.htm
- Chartered Institute of Public Relations – <http://www.cipr.co.uk/> contains a searchable jobs database, as well as details of recruitment agencies. Members of CIPR can also access a member directory, which can be useful for speculative applications)
- Institute of Practitioners in Advertising – www.ipa.co.uk (searchable database of member agencies. Membership gives access to IPA Jobs online)
- Advertising Association – www.adassoc.org.uk (information on careers in advertising)
- Chartered Institute of Marketing – www.cim.co.uk (includes job vacancy database for members and Jobs Focus for all, as well as links to recruitment consultancy websites)
- www.brandrepublic.com (jobs and advice relating to advertising, marketing, media and PR)
- www.diagonalthinking.co.uk Psychometric test produced by the Institute of Practitioners in Advertising.

Many of the companies listed above have advertised graduate vacancies via www.mmu.ac.uk/findajob (although they may not currently have vacancies). Be prepared to contact companies and recruitment agencies speculatively to enquire about the possibility of work experience or employment. For further information contact the Careers Service on 0161 247 3483 or go to www.mmu.ac.uk/careers.