

## A Career in Marketing

### What is marketing?

Marketing is about communicating the value of a brand, product, or service, to encourage people to buy or engage with it. Starting with an idea and delivered through creativity and seeing it come to life.

If you are seeking a creative role in the financial services sector and enjoy working with different teams then you should consider a career in **marketing**.

### A role in marketing could involve:

#### Insight

Providing insight and showing an understanding of their customers.

#### Progressive Solutions

Creating forward-thinking ideas that meet the business' objectives.

#### Communication

Communicating the product or services benefits and Unique Selling Points (USPs).

The term marketing covers a wide range of specialisms which means you can build your skills across a wide range of specialisms or choose to specialise in a particular area.

### Career Opportunities in marketing include:

- Marketing Officer
- Marketing Assistant
- Marketing Manager
- PR/Communications Manager
- Digital Assistant/Manager
- Copywriter
- Business Development Executive/Manager

### What Skills do You Need?

- Marketing is a people focussed industry, so your soft skills will be important to succeeding.
- Excellent spoken and written communication skills.
- The ability to communicate clearly and concisely.
- Organisational and planning skills.
- Ability to think strategically and independently.
- Creativity.
- An eye for detail.
- The ability to work well under pressure.
- Digital skills.

### Qualifications and professional development

The role of a marketing professional is constantly evolving, particularly as new channels and technology are widely adopted.

Maintaining qualifications in your area of specialism can help you to succeed in your role such as:

- A relevant university degree
- Chartered Institute of Marketing (CIM)
- Communication Advertising and Marketing Foundation (CAM)
- Institute of Digital Marketing (IDM)
- Chartered Institute of Public Relations (CIPR)
- Google Analytics qualification
- Relevant work experience



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