

WORKING IN...

MARKETING

from the
unifrog
Careers library!

Helpful to have as skills, but also things you can gain through studying marketing

SKILLS REQUIRED



creativity



time management



planning



teamwork



communication



writing

DATA

SEO specialist

Make a company more visible online by boosting its position in search engine results

Consumer scientist

Research the things people are buying, and use your findings to advise shops and businesses

Market researcher

Do interviews or surveys to get people's opinions on products or ideas

PR

PR executive

Make plans and create content and events to improve or protect a company's reputation

Content and marketing manager

Manage content for a company, including video, written copy, and social media

Image consultant

Give people and companies advice on the way they dress and present themselves

MEDIA & COMMUNICATION

Social media manager

Plan and make posts for a company's social media channels

Copywriter

Write the text for things like adverts, products, and emails

Marketing executive

Plan how to advertise and promote goods and services

Communications officer

Share news and information about a company and what it does

ART & DESIGN

Advertising art director

Create the visual elements of advertising campaigns

Exhibition designer

Create engaging displays for events, conferences, and spaces like museums and galleries

Visual merchandiser

Design shop displays and layouts to encourage people to buy products

HALL OF FAME

Entrepreneur and author:

Angel Rich



People in these jobs can earn between **£27,904 and £50,057** per year



By 2035, there could be **45,172 more** jobs in roles like this