

Marketing Career Guide



Why work in Marketing?

Marketing is an exciting and fast paced industry that's always changing. It requires creativity and analytical skills and the ability to persuade and affect decisions.

There are two main areas for marketers: the client side and the agency side. The client side involves working in the marketing department of a business, non-profit organisation or public sector department. Agency work means working for a business (agency) that provides advertising and marketing services to other businesses.

Roles include:

- Marketing Executive
- Digital Marketing Manager
- PR Executive
- Product Manager
- SEO Specialist
- PPC Specialist
- Insight Manager

Progression Example:

Marketing Assistant
Marketing Executive
Marketing Manager
Marketing Director



Average starting salary
£18,000*



Average top salary
£80,000*

70% of those in creative marketing and digital are satisfied in their role**

Is it right for me?

Whilst there are many different specialisms of Marketing, traits of an all-round great marketer include:

- A creative mind that is able to invent new ways to promote products and brands
- A collaborative people person who can get in the minds of the customer and brainstorm and develop ideas
- An analytical thinker who is able to evaluate and react
- A tech savvy individual who can keep up with current trends

What qualifications do I need?

Entry level qualifications for marketers vary from role to role but companies typically prefer a candidate with a degree related discipline or Chartered Institute of Marketing qualification. However, a career in Marketing is not exclusive to those with an academic background and many entrants have spent their careers to date working in the related fields of sales or advertising – areas in which academic attainment is secondary to experience and industry knowledge. So not having a specific degree or diploma isn't always a necessity.

What makes a good Marketing CV?

- Target and achievement driven
- Attention grabbing headline
- Linking achievements to job requirements
- Clean and simple design

Interested in a career in Marketing? Get in touch with our specialists:

02920 220078 yolkrecruitment.com