

Careers Sector: Marketing, Advertising, PR



A list of websites to help you explore careers connected to marketing, advertising and PR sectors; and identify opportunities to gain paid work, work experience, training and funding.

Sector & Career Overviews

- <https://www.prospects.ac.uk/job-profiles/browse-a-to-z> - Prospects, graduate careers website. Over 400 job profiles including Media Planner, Marketing Executive, Social Media Manager, Public Relations Officer, Advertising Account Planner, Creative Director, Digital Marketer etc.
- https://creativeskillset.org/job_roles - Creative Skillset. Browse nearly 400 job profiles by 'creative sector' or by 'entry-level' including Content Marketer, Junior Account Planner, Media Buyer etc.
- <https://app.hiive.co.uk/careers/advertising-and-marcomms/> - Hiive. Sector overviews including 'Advertising and MarComms' with a focus on 'digital' job profiles.
- <https://ccskills.org.uk/careers/advice> - Creative & Cultural Skills Sector Skills Council. Browse 'Careers Advice' section – over 200 job profiles and helpful articles.
- <https://targetjobs.co.uk/career-sectors/marketing-advertising-and-pr/advice> - Target Jobs, articles and advice, job profiles.
- <http://www.diagonalthinking.co.uk/> - Diagonal Thinking Quiz, self-assess your suitability for a role in the advertising & communications sector (maintained by the IPA).
- <http://www.marketingstudyguide.com/quiz-marketing-career/> - The Marketing Study Guide, take the 20 question marketing career quiz to find out if you are suited to a career in marketing.
- <https://www.cipr.co.uk/content/policy/careers-advice> - Chartered Institute of Public Relations, careers advice section: 'What is PR?', 'Is PR for you?', 'Working in PR', 'Building a Career' etc.
- <http://www.pressat.co.uk/how-to-get-a-job-in-public-relations-and-various-other-pr-tips/> - Top tips on how to bag your first job in Public Relations! (Article).

Jobs, Work Experience, Internships & Volunteering

- <https://creativeaccess.org.uk/about-us/> - Creative Access, only organisation in the UK dedicated to recruiting BAME talent in the creative industries. Operate across 10 different creative sectors incl. 'PR, Advertising & Marketing'.
- <https://gothinkbig.co.uk/opportunities> - GoThinkBig (part of Bauer Media) (internships & work ex.)
- <http://wildfirecomms.co.uk/careers> - Wildfire Communications often advertise work ex. (Bristol)
- <https://graduatetalentpoolsearch.direct.gov.uk/gtp/index> - Graduate Talent Pool (PAID graduate internships, government endorsed website, includes creative sector).
- <http://creativeopportunities.arts.ac.uk/> - University of the Arts London jobsite (open access).
- <https://www.campaignlive.co.uk/jobs> - Campaign Jobs (marketing, advertising, creative and media)
- <http://www.onlydigitaljobs.com> - Only Digital Jobs (digital marketing)
- <https://www.onlymarketingjobs.com/> - Only Marketing Jobs (all marketing disciplines)
- <https://jobs.marketingweek.com> - Marketing Week Jobs (marketing, PR, graduate)
- <http://www.theadmission.co.uk/jobs> - The Admission Jobs (part of IPA) (advertising, graduate)
- <https://creativepool.com/jobs/> - Creative Pool (advertising, design, digital media, gaming, journalism)
- <http://www.ipa.co.uk/jobs> - Institute of Practitioners in Advertising (advertising)
- <https://jobs.mad.co.uk> - MAD Jobs (marketing, advertising, design)
- <http://www.thedrum.com/jobs/> - The Drum (design, advertising, marketing, digital, social media, PR)
- <https://www.bubble-jobs.co.uk/> - Bubble Jobs (digital and tech jobs, 'Career Zones' section)

- <https://www.gorkanajobs.co.uk> - Gorkana Jobs (communications, journalism, PR)
- <http://www.artsculturemediajobs.com> - Arts, Culture, Media Jobs (creative)
- <https://www.pressgazette.co.uk/jobs/> - Press Gazette (journalism, print, digital, PR, broadcast etc.)
- <https://ifyoucouldjobs.com/> - If You Could (creative, including PR/Marketing)
- <https://www.majorplayers.co.uk/jobs/> - Major Player (Digital, Creative and Tech)
- <https://app.hiive.co.uk/vacancies/#/> - Hiive (social networking, events and creative jobs)
- <https://www.bristolmedia.co.uk/swcreativejobs> - Bristol Media (South West, media)
- <https://www.creativebath.org/jobs> - Creative Bath (South West, creative)
- <https://jobs.theguardian.com/jobs/creative> - The Guardian Jobs (creative)
- <https://ccskills.org.uk/careers/jobs> - Creative Choices (creative)
- <http://www.artsjobs.org.uk/> - Arts Jobs (run by Arts Council England) (Arts)
- <https://www.designjobsboard.com/> - Design Jobs Board (design, creative)
- <https://jobs.designweek.co.uk/jobs/> - Design Week (design, creative)
- <https://the-dots.com/> - The-Dots ('LinkedIn' for creative industries)

Industry Associations

- <http://www.taforum.org/Members> - Trade Association Forum, search for relevant trade associations.
- <https://www.cim.co.uk/> - The Chartered Institute of Marketing, professional qualifications, events etc.
- <https://www.cipr.co.uk/> - Chartered Institute of Public Relations.
- <https://www.prca.org.uk/membership/directory> – The Public Relations and Communications Association, promotes all aspects of public relations and comms work, useful member's directory.
- <http://www.ipa.co.uk/agencies/search/list> - Institute of Practitioners in Advertising, includes A-Z list of agency members.
- <https://www.iabuk.com/> - The Internet Advertising Bureau (IAB), trade association for digital advertising.
- <https://www.theidm.com/> - The Institute of Direct and Digital Marketing (run various employability schemes incl. 'Fresh Blood' for individuals aspiring to enter a career in marketing and advertising).
- <https://dma.org.uk/articles/about-the-dma> - The Direct Marketing Association, run the 'Big Book Crit'.
- <https://www.dandad.org/en/global-creative-design-advertising-association/> - D&AD exists to stimulate, enable and award creative excellence in design and advertising ('New Blood' awards).
- <http://the-cma.com/about-us/> - Content Marketing Association (industry association for marketing, publishing, advertising and social agencies. Jobs board, news, research, case studies).
- <https://www.ukaop.org/> - Advocate for Quality Original Digital Content (industry body representing digital publishing companies that create original, branded quality content).

Targeting Specific Companies

- https://www.design-intellect.co.uk/top_50_advertising_marketing_agencies_list.html - list of 50 of the top award winning advertising and marketing agencies in the UK.
- <https://www.prweek.com/article/1431857/prweek-reveals-top-150-uk-pr-consultancies-2017> - The PRWeek 2017 rankings of the UK's Top 150 PR Consultancies.
- <https://www.telegraph.co.uk/news/0/debretts-500-list-advertising-marketing-pr/> - Debrett's 500 List: Advertising, Marketing & PR (most influential people in...).
- Popular local companies include:
 - Kerve Creative: <http://www.kerve.co.uk/about>
 - Edit: <https://edit.co.uk/careers/>
 - Mr B & Friends: <https://www.mrbandfriends.co.uk/join-us/>

Specialist Recruitment Agencies

- <https://aquent.co.uk/> - Aquent (creative, marketing & digital).
- <https://www.effectivepersonnelsolutions.com/> - Effective Personnel Solutions (publishing, marketing, media, PR, events, sales, graduate).
- <https://www.michaelpage.co.uk/expertise/marketing-agency> - Michael Page
- <https://www.weareaspire.com/graduate-jobs/marketing#> - Aspire (media, marketing and communications role)
- <https://findacreativepro.com/about-us/> - Find A Creative Pro, register for freelancers seeking work.
- <https://www.creativerecruitment.co.uk/> - Creative Recruitment (digital, creative, London focus)