# wanna work in...

# marketing

## Could you talk a vegetarian into eating a meat pie? Is "creative thinker" your middle name? A career in marketing could be for you.

### the four ps of marketing...

Marketing departments organise ad campaigns and promotions and handle brand management, which basically means they make a product look so good that you (and everyone else) wants to buy it. And, sometimes, they get paid big bucks for it, too!

**Candice McLintock, assistant brand manager for TV Week**, says that if you want to get into marketing, you've gotta know the lingo – starting with the four Ps:

**Product** – what you're trying to market to people.
**Place** – where to promote and sell it.
**Promotion** – whether through competitions, mail outs, events or public relations.
**Price** – how much it's all going to cost.

### "Do I need to get a university degree?"

It's not a requirement, but it may help you skip the more junior roles. Universities and TAFE offer courses that will help qualify you for a job in marketing, such as business majoring in marketing, Bachelor of Management majoring in marketing, a communications degree, a Bachelor of Arts majoring in marketing and public relations. One girl who worked her way up to her position is Kate Hurley, DOLLY's marketing assistant.

"I left school and started here at Australian Consolidated Press as a trainee, where I moved around the building and worked in every department," says Kate. "It involved four days a week at work and one day at TAFE. After my year as a trainee was up, I got a permanent position in marketing as a personal assistant to the marketing director. From there I worked my way up to becoming a marketing assistant."

### Five things you need to work in marketing

**We asked around to find out what qualities you'll need if you're planning on a career in marketing.**

- Creativity and thinking outside the square to find a fresh angle to promote things.
- Attention to fine detail – little things like getting wording correct is important.
- The ability to prioritise and be able to juggle a million things at once.
- Excellent communication skills, as working in marketing involves liaising with lots of people in different departments, PR companies and the media.
- Being able to work to tight deadlines.

### "Where can I work in marketing?"

Almost anywhere! A lot of major companies have marketing departments, such as magazines, film companies, TV shows, book publishing houses and record labels. The great thing about a career in marketing is that it can take you anywhere.

**Kate Nusco is the national marketing and advertising co-ordinator for Dendy Films/Becker Entertainment.**
"I need to creatively and cost-effectively promote a film's release. This involves coordinating posters, flyers and other signage, as well as TV and radio commercials, magazine and newspaper ads. Promoting a film also involves a lot of grass roots work, where we try to reach specific groups of people. I set up promotions, advertising campaigns and am constantly aware of current trends and the best ways to reach different markets."

### work experience

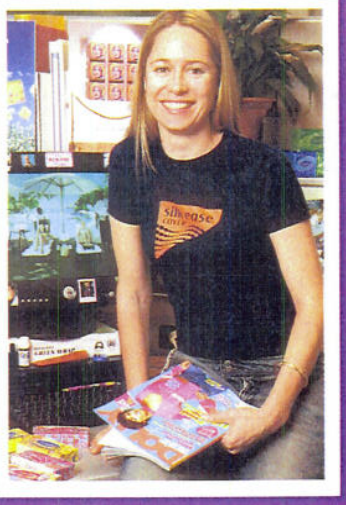
You've heard us say it a million times, but work experience is invaluable. To find out if marketing's for you, request work experience in the marketing dept of a company that interests you. To find out if they have a marketing dept, just call up and ask.

### starting salary

$28K - $36K.

**weblink**

**Log on to the APM Training Institute website for info on careers and courses in marketing: www.apmtraining.com.au**



*Carmen Newton, senior brand manager for Carefree tampons, Johnson & Johnson*

**How did you break into marketing?**
"I did a communications degree at the University of Western Sydney, worked in public relations for a few years for TAFE NSW doing speeches and press releases and then left that job to travel overseas for a few months. After coming back I got a job as a marketing coordinator. I worked my way up to brand manager and then moved to Johnson & Johnson. After two years in skin care I moved to Carefree as senior brand manager."

**Best things about your job?**
"There are three things I really love doing. One is working on the packaging designs for our Carefree Slims range, which are inspired by fashion.

"I also like doing research and we do a lot of research with teens and young women – everything we do comes from what our consumer wants. After all the research, creating the ads are heaps of fun. The last one I made was in Fiji and the one before that was in New Zealand."

**Any perks?**
"One of the perks is getting all of the products that our company sells. We have a J&J shop where we get all the products – like Neutrogena, Clean&Clear, Stayfree and Carefree – at a discount, and sometimes we get free samples.

"We also get to travel. When I was an assistant brand manager I got to travel to New York for a research group. I also got to travel to a marketing training session in Barcelona, and I get to go to launch parties and magazine functions."

**Worst bits?**
"You have to be on top of everything, which can be hard when you're starting out, and I don't know anyone who likes doing their monthly budgets!"