Advertising, Marketing & Public Relations
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Careers in these sectors can be entered with a degree from any discipline. However, work experience is important to help enter these competitive sectors, as it will enhance your CV as well as building contacts. It will also help give a potential entrant a realistic insight into these careers. For more information visit: prospects.ac.uk/links/occupations to look up each career area of interest.

Advertising

Typical employers include media agencies, new media agencies and full service agencies. Jobs within advertising include Advertising Account Executive, Planner or Manager, as well as Copywriters, Art directors and Media Planners and Buyers.

Advertising Agencies:

- BJL
  bjl.co.uk
- Carat
  caratmanchester.co.uk
- WPP
  wpp.com/wpp/careers/
- Creative Concern
  creativeconcern.com
- Delineo
  delineo.com
- Gyro
  gyro.com
- Iris Manchester
  irisnation.com
- Love
  lovecreative.com
- McCann Manchester
  mccannmanchester.com
- PHD Media
  phdmedia.com
- TBWA Manchester
  tbwamanchester.com
- Unit Communications Group Ltd
  unitcomms.co.uk
- Vivid
  viv-id.co.uk
Public Relations/Promotions

Public relations work falls into 2 distinct areas, either in-house (working exclusively for one company or organisation) or consultancy work (providing an independent service to several client organisations).

There are opportunities across a wide range of industry sections. Graduate jobs include PR account executive and PR officer. The industry is thriving but as it is one of the top career choices for graduates, it is still highly competitive.

PR Agencies:

- Amaze PR
  amaze.com/services/integrated-communications
- Bird Consultancy
  birdconsultancy.co.uk
- Brazen PR
  wearebrazenpr.com
- Cameron Wells Communications
  cameronwells.co.uk
- Citypress
  citypress.co.uk
- Golley Slater
  golleyslater.com
- IMA Group
  ima-group.co.uk
- Mason Williams
  mason-williams.co.uk
- SKV Communications
  skvcommunications.co.uk
- Tangerine PR
  tangerinepr.com
- Toast PR
  toastpr.co.uk
- Weber Shandwick
  webershandwick.co.uk

The Prolific North Top 50 PR Agencies

prolificnorth.co.uk/featured/fixed-top-homepage/2017/07/prolific-north-top-50-pr-agencies-2017
Marketing

Marketing representatives and/or marketing departments can be found across all industry sectors. Opportunities also exist within marketing agencies. Graduate jobs include Marketing Executive (sometimes known as Marketing Assistants or Coordinators) and Market Researchers. There is a big growth and interest in Digital marketing.

Marketing Agencies:

- BDB  
  bdb.co.uk
- Swift Marketing Solutions  
  swiftmarketingsolutions.co.uk
- Stein IAS  
  steinias.com
- MC2  
  mcmc.co.uk
- Only marketing  
  onlymarketing.com/?
  gclid=CL7vuq3t3K8CFUsMtAodOyv8_g
- Aylesworth Flemming  
  afagency.co.uk
- The E Word  
  theeword.co.uk
- Unit Communications  
  unitcomms.co.uk
- Cube3  
  wearecube3.com
- Delineo  
  delineo.com
- Kenyon Fraser Manchester  
  kenyons.co.uk
- Red C  
  redcmarketing.com
- Fig Creative  
  figcreative.co.uk
- One  
  thinkasone.co.uk
Digital Marketing agencies in the North West:

- Access
  accessadvertising.co.uk
- Blueleaf Creative
  blue-leaf.co.uk/#home
- CBJ Digital
  cbjdigital.com
- Code Computerlove
  codecomputerlove.com
- Dream Agility
  dreamagility.com
- KMP Digitata
  kmp.co.uk
- Latitude
  latitudegroup.com
- Livelink New Media
  livelinknewmedia.com
- Reason Digital
  reasondigital.com
- Return On Digital
  returnondigital.com
- Stardotstar
  stardotstar.co.uk
- Textmimedia
  textmimedia.com
- theEword
  theeword.co.uk
- Westuc.com
  Westuc.com

The Prolific North Top 50 digital Agencies:
prolificnorth.co.uk/digital/top-50s/2018/04/prolific-north-top-50-digital-agencies-2018

Other specialist agencies in the North West:

- Creative spark
  creativespark.co.uk
- Mamuci Ltd
  mamuci.com
- Media Com North
  mediacomnorth.com
- Realtime UK
  realtimeuk.com
- WM WaveMaker
  wavemakerglobal.com/
Information and vacancy sources

- For an overview of the sector and vacancy details have a look at: prospects.ac.uk/jobs-and-work-experience/job-sectors/marketing-advertising-and-pr

- Chartered Institute of Public Relations
  cipr.co.uk contains a searchable jobs database, as well as details of recruitment agencies. Members of CIPR can also access a member directory, which can be useful for speculative applications.

- Institute of Practitioners in Advertising
  ipa.co.uk (searchable database of member agencies. Membership gives access to IPA Jobs online)

- Advertising Association
  adassoc.org.uk (information on careers in advertising)

- Chartered Institute of Marketing
  cim.co.uk (includes job vacancy database for members and Jobs Focus for all, as well as links to recruitment consultancy websites)

- brandrepublic.com (jobs and advice relating to advertising, marketing, media and PR)

- mediargh.com/jobs/ Digital media, PR and media placements

- diagonalthinking.co.uk Psychometric test produced by the Institute of Practitioners in Advertising

- Bubble Jobs — a useful creative jobs agency
  bubble-jobs.co.uk/

Careers & Employability Support

The Careers & Employability Service offers a range of support to Manchester Met students and graduates:

- **Detailed careers guides**: Our full range of careers guides, including information on finding and applying for opportunities are available on our website.
  mmu.ac.uk/careers/guides

- **Ask a Careers Question Online**: Get online advice through My Career Hub, ask your question at any time and receive support via email.
  mmu.ac.uk/careersquestion

- **Careers Consultant Appointments**: Book a 30 minute appointment with a Careers & Employability Consultant by calling 0161 247 3483.

- **Careers Events**: Meet employers and enhance your employability by attending our workshops, employer events and careers fairs.
  mmu.ac.uk/careers/events

- **MMyou**: The online careers centre you can access 24/7 to view lots of career resources, advice and tips, career quizzes and helpful articles wherever you are! Including articles and information tailored to your sector! Login to MMyou Careers Centre to find out more!

For more information visit mmu.ac.uk/careers