

# WHAT IS...? MAGAZINE

a graduate's guide to job titles - and what they really mean!

For about 3 years now I have been obsessing about starting our own stock agency. The big stumbling block has always been the complexity and capital required to start a site with other contributors. About a year and a half I realised we could keep focusing on quality and continue to produce a site with 100% content. Adapting the same strategy of Company with the subscription model there are potentially millions traditional customers and literally billions of new customers out there. What is social media without images, videos?

Although we are in the micro stock category we aim to produce better than the images in the macro stock category. We are in a position to invest more in shoots than almost all of our competitors.



By owning all the content we can undercut other agencies on price. They can't pay their photographers any less. Already, now the only people being able to make a full-time living out of this are in developing countries. We wouldn't be able to do this if we weren't here in Thailand. For about 3 years now I have been obsessing about starting our own stock agency. The big stumbling block has always been the complexity and capital required to start a site with other contributors. About a year and a half I realised we didn't need to if we could keep focusing on quality and continue to develop our team and systems we could produce a site with 100% content. Adapting the same strategy of Company with the subscription model there are potentially millions traditional customers and literally billions of new customers out there. What is social media without images, videos? I predict we are currently one of the top 2 micro stock contributors. But now after a lot of hard work on developing our team strategies and system are now in a position to quickly become number one and move further and further away from competition. We have better quality, more diverse skill set, a better understanding of the trends and what designers want than all our competition. What is holding us back the most is our IT systems and then the micro stock agencies themselves. I predict we are currently one of the top 2 micro stock contributors. But now after a lot of hard work on developing our team strategies and system are now in a position to quickly become number one and move further and further away from competition. We have better quality, more diverse skill set, a better understanding of the trends and what designers want than all our competition. What is holding us back the most is our IT systems and then the micro stock agencies themselves. Our mission is to create a good company for US, our CUSTOMERS, and the WORLD.

CUSTOMERS: Connect with our customers and provide them with the best design resources and images. Ultimately we will be successful because we have the best quality work.

WORLD: I first got into photography through travel. I witnessed a very different side to the world to what I saw growing up in Redmarley, Gloucestershire.

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We are creating a system where very talented creatives can develop their own style and share everything. Some young talented kid comes along who can take better images than me. I'll open her images and add cherry to it to regain the number one spot. An amazing photographer takes a photo in New York and uploads it. By the end of the day, zero amazing retouchers have all edited in their own style and our best graphic designers have already added their graphic concepts to it. We keep hiring the most talented young people, we are doing this right now here in Thailand and soon we'll be able to start attracting the best young creatives from around the world. We don't need people with tons of experience, just brilliant artists straight out of uni or not. Ultimately we will be successful because we have the best quality work.

Then there is collaboration. We can hire creatives for specific projects. Hire a famous photographer for a shoot. Contract a font foundry to create a set of fonts for us.

We are already creating the biggest shoots in the industry. Next month, we are planning 2 crazy shoot days in a world-class library facility with around 50 models each day. If we pull off what I envision, nobody else in the world will have this concept on this scale. The more money we make, the more we can reinvest in large-scale shoots the rest of the world agencies can compete with. Imagine a revenue of hundred million with 50 million reinvested in photo shoots. We could produce a music concert with a thousand fans and bands all model released. We could produce content equal or better than the best-branded photo shoots.



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8 WAYS TO SUCCESS  
(Reasons how we be successful)

Our biggest advantage is the whole stock industry is completely amateur. The industry is massively undervalued. What we are doing upstairs with our systems is somehow already the world's best.

Virtually, all stock photographers work alone or in small teams. They are all competing with each other. Nobody has ever really managed to scale. Several people have cloned themselves to produce more of the same look. We are creating a system where very talented creatives can develop their own style and share everything. Some young talented kid comes along who can take better images than me. I'll open her images and add cherry to it to regain the number one spot. An amazing photographer takes a photo in New York and uploads it. By the end of the day, zero amazing retouchers have all edited in their own style and our best graphic designers have already added their graphic concepts to it. We keep hiring the most talented young people, we are doing this right now here in Thailand and soon we'll be able to start attracting the best young creatives from around the world. We don't need people with tons of experience, just brilliant artists straight out of uni or not. Ultimately we will be successful because we have the best quality work.





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# MARKETING & EDITORIAL





# WHAT IS ... PR?

In an age where an entire company's business can be made or lost in a single news piece or social media post, PR is more important than ever.

PR is all about working with companies to manage their public perception and reputation, with the aim of improving their profile and driving increased business.

So if forming and maintaining relationships and getting to the nitty-gritty of how to build a business sounds like your bag, read on...

## The what

Whether a customer, a supplier or an employee, everyone who comes into contact with your company tends to make a conscious decision to do so. What you do as a company, how you do it and what you say all alters the public perception of your business – and with it, your success.

PR teams spend their days compiling news and reports, liaising with the media and forming relationships with key influencers. Companies also host events which you'll be expected to mastermind.

As with other marketing disciplines, PR jobs exist both in-house and as part of an agency dealing with a number of clients. Each offers different advantages and disadvantages for those looking at an entry level role:

One of the best things about modern PR is that the focus is no longer on making a business look squeaky



### AGENCY:

**Larger teams**

**Lots of opportunities for training and learning**

**Start with basics and work your way up**

**Opportunity to work with huge clients**

**Working on large scale, big budget projects**

### IN-HOUSE:

**At larger firms, many similarities to agency work**

**Will be more involved in strategy and vision**

**At smaller firms, much more responsibility**

**Active involvement in strategy and direct implementation from the start**

**Opportunity to build your own relationships**

**Own entire projects**

**Learn on your feet and move up quickly**

clean. To separate themselves in competitive markets, many companies now choose to brand themselves as disruptive, visionary or look to get behind an ethical cause.

No longer are companies seeking generic, bland PR strategies, and so firms can be far more innovative with their approaches. On top of this, companies need to be able to stand out in a crowded marketplace, so are looking for ever more creative methods of communicating their message.

## The who

As a graduate, you're likely to start in a PR executive or assistant role. On this rung of the ladder, you'll get the opportunity to work right across the spectrum, meaning that you get experience in all different areas. The job often involves being reactionary and so using your communication



However, as a highly competitive sector, what really matter are your soft skills and how you impress them onto a potential employer.

concise, clear and completely free of waffle. Consider starting a blog or writing freelance to establish a portfolio of your work.

Communication skills are absolutely central to PR. The message that you're sending out needs to be crystal clear, and your ability to network and build relationships will often set the platform for your success. This will all come down to how well you manage to get yourself across in an interview situation, but you can certainly look to bolster your CV with public speaking or performance experience.

Time management and organisation skills will help when you need to prepare for events and coordinate different strategies. If you've taken a key role in a society, this could be invaluable evidence of your organisational skills.

Finally, and perhaps most importantly, you need to cope well under pressure. Imagine it's 5 o'clock on a Friday and a story breaks that a leading figure has publicly criticised your service. You need to be able to take in all the information, come up with a plan and execute the strategy professionally, carefully and quickly.

PR is an area that is open to all types of graduates. Most degrees will stand you in good stead for a career in PR, particularly if they involved lots of writing. Specifically advantageous are:

Writing, especially early on in your PR career, needs to be top of your agenda, as you'll be doing a lot of it. Writing and editing press releases, press kits, brochures and general communications will all be part of the job. Your CV itself is always the best way place to start; make sure it's

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# WHAT IS... DIGITAL MARKETING?



**74** % of people in the UK own a smartphone. Many of us spend more time on our computers and devices than we do asleep, and surf the net for around 3 hours a day. In 2016, digital is king.

It's unsurprising, therefore, that digital technologies have transformed most industries, including marketing. Although traditional marketing methods – like print and posters – are far from dead, anyone planning to carve out

a career in marketing today needs to understand digital marketing channels and tactics.

Digital marketing essentially encompasses all the online and electronic channels through which a company tries to drive engagement with and recognition of its brand. That could be using apps, social media, online adverts and much more; even using electronic billboards can be counted as part of a business' digital strategy.

So if you think that marketing might be for you but aren't sure what the digital side of things entails, read on!

## The what

If digital marketing is hard to define, that's partly because the landscape of the industry is changing constantly. New devices, social media, trends and marketing strategies rise quickly, sometimes fading away and sometimes becoming game-changers. Whatever else happens, your career is unlikely to get boring!







Digital marketing roles exist in almost every sector, from recruitment to professional services to TV broadcasting. So while at first you might feel that you need to seize an opportunity wherever you can find one, in the long-term you'll be able to go for jobs where you're marketing a product or service you really care about. Alternatively, it might be more up your street to work for a specialist digital marketing or advertising agency, where you'll be working on designing and implementing campaigns for clients.

The actual things you'll be doing will depend on the business' digital marketing strategy. A job could include any or all of the following:

• **CONTENT MARKETING:**

This involves writing and creating quality written or video content that people will view, watch, and connect with your brand. Although it's sometimes directly promotional, the approach is often much subtler – like a blog post which only mentions the company at the end.

• **SEARCH-ENGINE**

**OPTIMISATION:** In its crudest terms, this basically boils down to the battle to be at the top of Google and other search engines – you want your company to pop up at the top

of a search for terms related to your industry. SEO is a huge deal, with around 45% of companies including it as part of their strategy.

• **EMAIL CAMPAIGNS:** In the fast-paced digital world email is now practically old-fashioned, but it's still a major player: 69% of adults in the US have made a purchase influenced by a marketing email. As well as using them to promote your products, email campaigns are a way to keep in touch with clients, customers and subscribers.

• **SOCIAL MEDIA:** Twitter, Tumblr, Instagram, Facebook, Snapchat... We spend so much time on them that it's a key target area for marketers. Your efforts might range from maintaining a respected presence on social media to advertising your products to using competitions and polls to engage users.

• **MOBILE MARKETING:**

Again, this is itself a varied field, with strategies ranging from sending text campaigns to helping to create an app for your company.

• **PAY PER CLICK**

**ADVERTISING:** Those banners that appear on websites advertising another business? And those ads

that appear on Google? They're PPC adverts, where you pay the company or site hosting the ad a fee every time someone clicks it.

• **GOOGLE ANALYTICS AND WEB TRACKING TOOLS:**

Checking the effectiveness of your campaigns is key. You'll use a range of analytical tools to track information like the visitors to your website or number of people opening your emails. You'll then need to analyse the data to work out what works, what doesn't, and where you should go from there. If you hate spreadsheets, you might be in for a bit of a shock.

## The who

The diversity of roles in digital marketing means that people with a variety of strengths can thrive in the industry.

On the one hand, marketing needs creative people to come up with innovative ideas and campaigns and who are able to write quality content. On the other, one of the advantages of digital is that it allows marketers to measure and analyse the success of their work – having a good head for data is pretty important.

Many roles require a combination of strong writing and analytical skills,





so being an all-rounder is ideal. However, some lean more heavily on one skill set than the other. Reading job specifications carefully rather than applying to any old thing is key; they might well specify whether applicants need to be highly numerate, or whether being a great writer is the most important thing.

### The how

Digital marketing is a competitive industry to get into; while there are plenty of jobs available, there are many more bright young things vying for them, so it's important to give yourself an edge.

Choosing to study for a degree in marketing could help you break into the industry, as you'll learn the ropes and likely have a chance to nab some contacts. However, it's definitely not a necessity; jobs rarely specify the need for a marketing degree, and people from all disciplines can get into the industry.

Having some experience in the industry is generally a more significant factor in landing a graduate job. Getting some work experience and an internship or two under your belt is a good plan.

To boost your chances, you should also try and keep up to date with news and developments in the industry. There are lots of free online publications to help you out; the Guardian's digital media series and Digital Marketing Magazine are just two examples. You can also widen your skill set by watching Google webinars and by expanding your Excel skills to include pivot tables and complex formulas.

Then, once you're in, you can decide whether you want to become a jack-of-all-trades or to specialise in one or

two main areas of digital marketing, like SEO or social media. Both have benefits and drawbacks – by specialising, you'll limit the number of roles available to you, but you'll also appeal to employers looking for an expert or to fill a skills gap in their team. There'll be all sorts of paths available to you – it's up to you to decide which one to take!







# WHAT IS ... SOCIAL MEDIA MARKETING?

**A**sk any advertising executive what the main industry catalyst of the 21st century is and you will find yourself in a discussion about social media. With over 2.6 billion active users worldwide, it has reshaped the face of a multitude of sectors and the job market has subsequently stretched to reflect this.

According to LinkedIn, listings for

social media professionals have exploded 1357% since 2010. But what does the job actually entail and, more importantly, are you qualified for it?

## The what

In terms of skillset, a social media assistant should be a hybrid talent, juggling a variety of different tasks formerly undertaken by the marketing department. In response

to the rise of the mobile within advertising, this position has emerged as a self-contained role integral to any successful business strategy. Some of the desirable qualities employers will be looking for include:

**Excellent working knowledge of all major social media platforms.**

**A solid foundation in data analytics**

**Good SEO knowledge**

**Creative flair and a passion for content design.**

**Strong initiative, individuals should be able to work both independently and within company marketing teams.**

**Plan and develop brand communication strategies**

**Excellent spoken and written English**





Successful candidates would combine the above to help brands and companies engage better with existing customers and reach out to new audiences. All of these skills are readily attainable for a large number of graduates including those with any kind of Business, English or Communications degree.

This position boasts a fast-paced and diverse working day, and often there are plenty of opportunities for progression. If this sounds like the job environment for you, read on to find out more of the transferable skills and tricks necessary for success.

## The how

It is now widely recognised that it's the users who add value to social networks by creating, sharing and contributing User Generated Content (UGC). This is a departure from traditional push-marketing strategies. Successful interaction with these massively expanding audiences now involves a two-way exchange.

Companies will look to establish this through the cultivation of a brand persona. Social media employees will implement this by maintaining a consistent voice and presence across several relevant platforms, all the while demonstrating a keen understanding of who their target demographic is and how they interact. Success tends to be measured in terms of "earned media".



Roughly translated, this equates to the amount of user interaction with any given post, be it likes, comments, shares or retweets. It is likely that your company will promote themselves using a balance of paid and organic methods, paid content being sponsored ads that appear in a user's newsfeed or stream versus organic techniques in which brands post like a regular user and earn their way into people's social networks.

All of this information will accumulate as metadata, which your company will cherry pick and analyse in order to better understand their target demographic. Previous experience with SEO and data analytics is obviously advantageous to this end but don't be alarmed, there are plenty of free guides to get you up to speed with SEO optimisation and marketing. Data analytics is often co-ordinated by accessible packages like Google Analytics for which there are an abundance of excellent Youtube how-to tutorials.

## The why

If you're a creative who loves to keep abreast of the latest online trends, has excellent communication skills and enjoys interacting with a varied customer base, these types of

positions are something to consider after university. Because the primary focus of this role isn't to overtly push products upon the consumer, this is not a sales position and successful candidates can expect to spend plenty of time liaising with the existing marketing department.

One consequence of forging a direct channel between brand and consumer has been that company customer service teams have really had to up their game. Recent surveys have shown that 42% of customers expect a response from brands within 60 minutes when lodging a complaint on social media.

Now, this is not as dry a task as it sounds. Remember Tesco's hilarious response to a customer who found a worm in the packaging of a cucumber? Well, it went viral and if you've got a few spare minutes it's well worth a read as an excellent example of how to salvage a potentially damaging exchange while building a brand persona. In a larger organisation, you might be overseeing the customer service team to ensure they are representing the company spirit – or you might even be involved in a few of these exchanges yourself!



# WHAT IS ... CONTENT MARKETING?

It's one of the fast growing sectors within marketing at the moment; back in 2016, 77% of brands intended to increase their content marketing. More importantly for graduates, this is a sector that offers many graduate positions across a whole range of different skillsets. But what on earth is it?

## The what

In a world where people are switching off to traditional advertising, content marketing is all about writing quality content that engages people and raises awareness for a brand, product or service. The idea is that, instead of convincing people to care about what your company is offering, you engage with your potential customers on something that they're passionate about so that they pay attention to you.

Content marketing includes writing blogs and articles, creating visual and video content and the strategy and analytics behind it all.

An example of a brand that uses content marketing to great effect is Red Bull. Their website and social media have become a resource for extreme sports videos, for which the brand has become synonymous. Not only does this raise brand awareness, it also benefits brand identity by being so closely associated with a target audience. It's been said that they're actually just a media company that happens to make an energy drink.



## The who

Because content marketing is all about targeting a specific audience while relying heavily on creativity to make great content, it's an industry open to a whole range of people with different skillsets.

Content quality is still king, and so content marketing will always need writers, videographers and designers to create the content itself. Then you have people responsible for sharing the content, as well as social media experts, webmasters and strategists to make sure that the right people are reading what you make. Finally you have the analysts, who pore over statistics to make sure that the campaigns are successful, finding out what aspects worked and what didn't.

On top of this, content marketing works with, affects and involves a large number of other areas, including PR, search engine marketing and social media.

## The how

So, what skills do you need to break into the content marketing world? Of course writing and storytelling are hugely important. You should also have a strong understanding of SEO, or search engine optimisation. But the thing that is absolutely key is listening.

Listening to and understanding the habits of your audience is absolutely vital to gaining an understanding of the sort of content they're interested in. You'll be able to understand the best format, length, quantity and what kind of discussions they want to hear about.

It also helps if you can be a jack of all trades. No matter what area of content you want to work in, many roles will involve crossover; if you can demonstrate a deep skill in one area and a veneer of knowledge

across everything else involved, it can benefit your chances of succeeding.

Like many careers, the more you read, listen to and watch around the subject will be key to impressing in applications and interviews, but don't be afraid to start doing either. Have a go at setting up a blog, creating, analysing and promoting your own content, and your chances of gaining a top entry-level role go up and up and up!

Don't worry about making it industry specific, or targeted to a role you're interested in. Just write about something you're passionate about. It will shine through in your writing and make putting the time and effort into it much easier!



# WHAT IS... FEATURE WRITING?

**W**ant to write for a magazine or newspaper?

Have big ideas about a variety of topics? Have a unique style through which to express these ideas? Then there could be a job for you as a feature writer.

## What does it involve?

A feature writer is somebody who writes feature articles for a magazine or a newspaper. These articles come in a variety of styles and cover a range of topics, from travel features about a specific trip, to a review of a restaurant, to life as a single mum of two – the possibilities are endless. Unlike journalistic writing and reporting, feature writing gives your style a chance to shine.

Features are in-depth and require a strong narrative tone. They tell a story and give an extensive insight into a person, an idea or a place.

## What sort of companies can you work for and where?

Any newspaper and magazine will contain features. If you browse any of the top newspapers in England, you will find examples. So if you enjoy writing about what Easter means to you or top food allergy tips for travellers then this could be the job for you!

In this role, the location of your work can be anywhere. From London in the big newspaper offices, to exploring cities, events and restaurants, to travelling the world and writing for a travel magazine – the options are vast.

## How do you make your articles the best they can be?

Read what's out there. Follow writers like Bryony Gordon or newspapers like the Guardian. Look at a range of magazines – travel, lifestyle or culture, whatever else takes your fancy. This will give you a sense of the style and topics that each publication looks for.

When you find one that suits you, try writing for it; you never know what people will and won't accept until you try! Don't be afraid to contact publications to see if you can get any experience or send some of your work to see what they think. The worst that can happen is they say no.

Practise, practise, practise. Enter competitions, start a blog where you can try things out and get feedback on your chosen topics and your style. This will help you improve for future submissions and opportunities that come your way.





# WHAT IS... AN EDITORIAL ASSISTANT?

If you have impressive writing skills, a lot of determination and a love of reading, you may have just found your dream career!

## What does it mean?

An editorial assistant is a combination of an administrative officer and a PA, with occasional proofreading and editing duties. The level of responsibility will vary depending on the organisation and the nature of the editorial department you are working for. Ultimately, an editorial assistant contributes to the smooth running of a creative team – and gets to read a lot!

## Where can you work?

Editorial staff are needed in a variety of organisations, from famous publishing houses to small not-for-profit charities. The following sectors will typically employ large editorial departments, but it's important to remember that we are living in an increasingly digital world and that the opportunities within digital publishing are growing by the day.

Book publishing  
Magazine and newspapers  
Academic and professional journals  
Public and not-for-profit publishing  
Directories and databases  
Digital publishing

## What skills do you need?

Creative industry employers expect graduates to have undertaken different work experience roles before applying for the entry level positions. They'll be searching for the following qualities:

A degree in English/ Journalism or Media/ Communication/ Business Studies.

Flawless written and verbal communication skills.

Time-management skills

IT and administrative knowledge

A creative mind





### What would a normal day look like?

The beauty of being an editorial assistant is that every day is different. As a rough guideline, some of the possible daily duties of an editorial assistant could include:

**Proof-reading documents and making corrections**

**Acting as a personal assistant to the commissioning editors**

**Keeping records and timetables up to date**

**Being a point of contact for authors and visitors**

**Carrying out general administrative tasks**

**Attending creative meetings, offering creative input and taking minutes**

### Are there opportunities to progress?

The opportunities to progress within publishing are enormous. It is recommended that new graduates spend time working in entry-level positions for a few different publications to build up experience. Once you have proven your abilities and become knowledgeable in specialised areas, it is possible to be promoted to features editor, project editor and finally senior commissioning editor. Although the competition is intense, hard work and great references are the keys to success within publishing.

Publishing is also a fantastic way to work on a freelance basis. With a substantial portfolio of editorial assistant roles and experiences, you can continue your dream career from the comfort of your own home!

### ADDITIONAL NOTES...

Editorial assistants are generally the lowest in the editorial hierarchy, besides work experience and interns, so the salary tends to be modest. A typical starting salary is around £15,000, but the prospect of promotion and a pay rise is almost certain after one year and editorial assistants usually receive anything between £20-£25,000 within their second year of employment.





# MANAGEMENT & PERSONNEL





# WHAT IS... HR?

**W**e've all heard of an 'HR department' – and with good reason, given that almost every employer in the UK has one. But what does it look like, and what does human resources actually involve? More importantly, is it right for you as a graduate career?

Well, one thing's for certain: the jobs are out there. HR is the third most common type of graduate vacancy among the UK's leading employers, just behind IT and finance, with over 39% listing graduate HR vacancies in 2016.

Essentially, HR deals with the people within the business. They're in charge of making sure that the company's drive, culture and message is reflected in the work done by its employees, both old and new.

As a result, it's a hugely diverse role. The HR team control hiring,

influence policy and procedure, organise remuneration packages, manage employee difficulties and generally ensure that everyone who works for the organisation is engaged with the company and their values. They help to train and develop employees too, and will take a commanding role in any restructure or big change within the business.

This means that it's never a dull day in HR. You need to be incredibly organised, and able to work across a whole variety of different parts of the business, but it can be an incredibly rewarding and interesting insight into how everything runs from the top to the bottom.

## The why

One reason why many people get into HR is because they like working with people. While your role will involve plenty of difficult conversations and

decisions that are going to require a thick skin, this is still a big draw of working within Human Resources. You get to see the real fruits of your labour, as an organisation with happy, productive, engaged employees is usually indicative of a strong HR department and, in turn, of business success.

What's more, the wide variety of options available allow you to work within an industry or sector that you're truly passionate about. Banks need HR departments in the same way that publishers, TV companies or sewage plants do. Whatever you're passionate about (and we won't judge you if that passion is sewage), there's a company that has an HR department fit for you.

At graduate level, HR is so much more than purely admin. Things such as employee engagement and productivity are increasingly at the forefront of employer's priorities.

As the team in charge of this, you're likely to be invested within all elements of company strategy, needing to advise on how changes will affect everyone and making sure they are as undistruptive as possible.

By sitting on the line between employer and employee, you get the best of both worlds, understanding at all points the decisions that determine the company's success or failure, while collaborating heavily with those around you to ensure that those decisions do succeed.





## The who

As a graduate, you'll start off within most companies as an HR assistant or administrator. Bigger companies may give you a more specific remit within training, recruitment, payroll, induction, absence or holiday.

The best HR professionals have a strong business understanding and natural entrepreneurship. The ability to understand the context of business decisions and help to communicate important ideals and values to the workforce is absolutely key to personal and company success.

On top of this, communication and high emotional intelligence are both essential, and tend to come from a strong listening ability. Listening to others helps us to understand them; this is the first step in making sure that the entire workforce is right for the company in the first place, and continues to be so as they progress through their careers.

The multi-faceted nature of any HR role, as well as the variety of different companies who might employ you, means that it can be difficult to pin down a list of responsibilities. Having said that, here are some things you might be getting up to with your day:

**Help to design and implement remuneration packages and benefits**

**Assist in the recruitment process**

**Liaise with management to help on-board new members of staff**

**Develop and maintain a strong understanding of the company's values and culture**

**Maintain procedural process for training, payroll and people leaving the company**

**Helping implement any internal restructuring and change**

**Deal with incoming requests and look to solve employee problems and issues**



## The how

There's not really a particular course that people look for in an HR graduate, although there are specific human resources degrees and courses you can take. Numerical degrees like Economics, Physics or Maths may be viewed favourably if the role leans heavily on the payroll aspect or involves some accountancy tasks. Other than this, finance- or management-related courses will help to illustrate that you have some of the business acumen that is essential for HR.

Beyond this, look to emphasise some of the important soft skills that companies will be looking for, including communication, organisation, and decisiveness. As for any graduate role, think about the kind of competencies that the company might require. Come to any interview having prepared examples of times that you've used these skills before.

Tenacity can also be important in HR, as you may sometimes be faced with some difficult situations that you need to resolve. The ability to think objectively and get some distance from the situation is integral to succeeding, so come prepared to talk about a time you've failed, or a time that you've had to resolve a difficult conflict.

Whether you're looking for jobs or looking to complete a small introductory course to bolster your CV, the HR professional body CIPD is a good place to start. Not only will it add credibility, but it will also show your dedication to and understanding of the industry.



# WHAT IS... PROJECT MANAGEMENT?

**P**roject management is a role that always needs to be filled, no matter what industry you are in. It should be undertaken by someone who is switched-on, strict with deadlines and a stickler for timekeeping – and who, most importantly, likes to see things through from beginning to end.

## What does it mean

As with most positions, the clue lies in the name: a project manager does exactly what it says on the tin. The project manager (also known as project coordinator), is the first point of contact for a project, and is tasked with planning, coordinating, and managing the arc of a task from inception to completion.

Depending on what industry you are situated in, the specifics of the project manager's job will vary – construction will be different to printing production, for example – but the main theme remains consistent. You will need to be level-headed, not easily fazed by

unexpected situations, and a great team leader.

Interested? Let's find out more.

## What skills will i need

Team leading and management skills are essential. The candidate needs to be a people-person at heart due to the nature of the position; as the role acts as a go-between different departments, levels of communication need to be high and consistent. Good relationships between sectors need to be maintained to ensure a smooth journey for both client and internal team.

As with most positions, accuracy and attention to detail are paramount. In this role, you will be in charge of setting timeframes for task completion. You will need to be aware of other people's capacities and workload, and be able to implement realistic plans to ensure success. You will be expected to monitor progress, give regular reports and updates to

various stakeholders and clients, and troubleshoot any issues as and when they arise.

A degree in a relevant field will be advantageous, but experience is also key. Prospects.ac.uk provides a full run-down of necessary skills, but if you are calm in the face of pressure and a great team leader, you may be looking at a potential new position.

## What will my day look like?

As we have already mentioned, your schedule will differ depending on what industry you're based in. Generally, the project manager will be expected to touch base with different departments to ensure that any given task they are leading runs smoothly.

In a day-to-day set up, this could include: producing a report to show the current work to date; checking in with external suppliers/contractors to establish dates for delivery; liaising with internal teams to make sure everything is running







to schedule; keeping the client up to date on progress and overcoming any issues.

Generally, you would be looking at a 35-40 hour week.

### Career progression

The role of project manager can really help set you up for a whole host of more senior positions. Instead of managing groundwork between departments, in a more senior role you can expect to be in charge of top line strategy, giving you the ability to carve a more holistic approach to project management, rather than a project-to-project basis. However, the role that lies at the forefront of a project manager's scope is as a

freelance contractor. By this point, you will have already established that you are excellent with timekeeping, leading workforces and managing expectations of clients. By making the move to work in a freelance capacity, you can expect to earn a lot more per project as you will have a proven track record of success. This strategic move is explained on the National Career Services website.

### What are my salary expectations?

Salaries vary between industries, but a project management role can expect anything from £20,000 to £60,000 per year, dependent upon experience.

### Is project management the role for me?

By now you should have a feel for what the position requires – strong timekeeping, good people skills, patience and a willingness to see projects through from their beginning to end.

Project managers are an essential component in any business. Without them, tasks can fall down and deadlines can be missed. If you're interested in a career where no two days are the same, and enjoy the gratification of ideas becoming reality, then a career in project management may be for you.



# FINANCE & ANALYTICS





# WHAT IS... ANALYTICS?

In the world of big data, analytics is king. With more and more data being created and consumed than ever before, people able to extract, analyse and report on this data are increasingly in demand. In fact, reports suggest that by 2018 the US alone could have an analyst skills shortage of almost 200,000.

But what does analytics involve? What skills do you need? And how do you get into it?

## The what

One of the best things about a career in analytics is that big data plays a part in all industries nowadays. Developing the right skills will enable a prospective analyst to work in any sector that they may have a passion for.

While the markets, banks and betting companies might dominate the top employers, you'll find analytics roles in sectors as diverse as sports science, crime prevention and even dating.

Analytics can be split up into three main sections:

**Descriptive:** pulling and summarising existing data about things that have already happened

**Predictive:** using algorithms to run past data with the aim of determining what might happen next

**Prescriptive:** combining big data with computer science to run models and provide answers to how certain campaigns or decisions might work

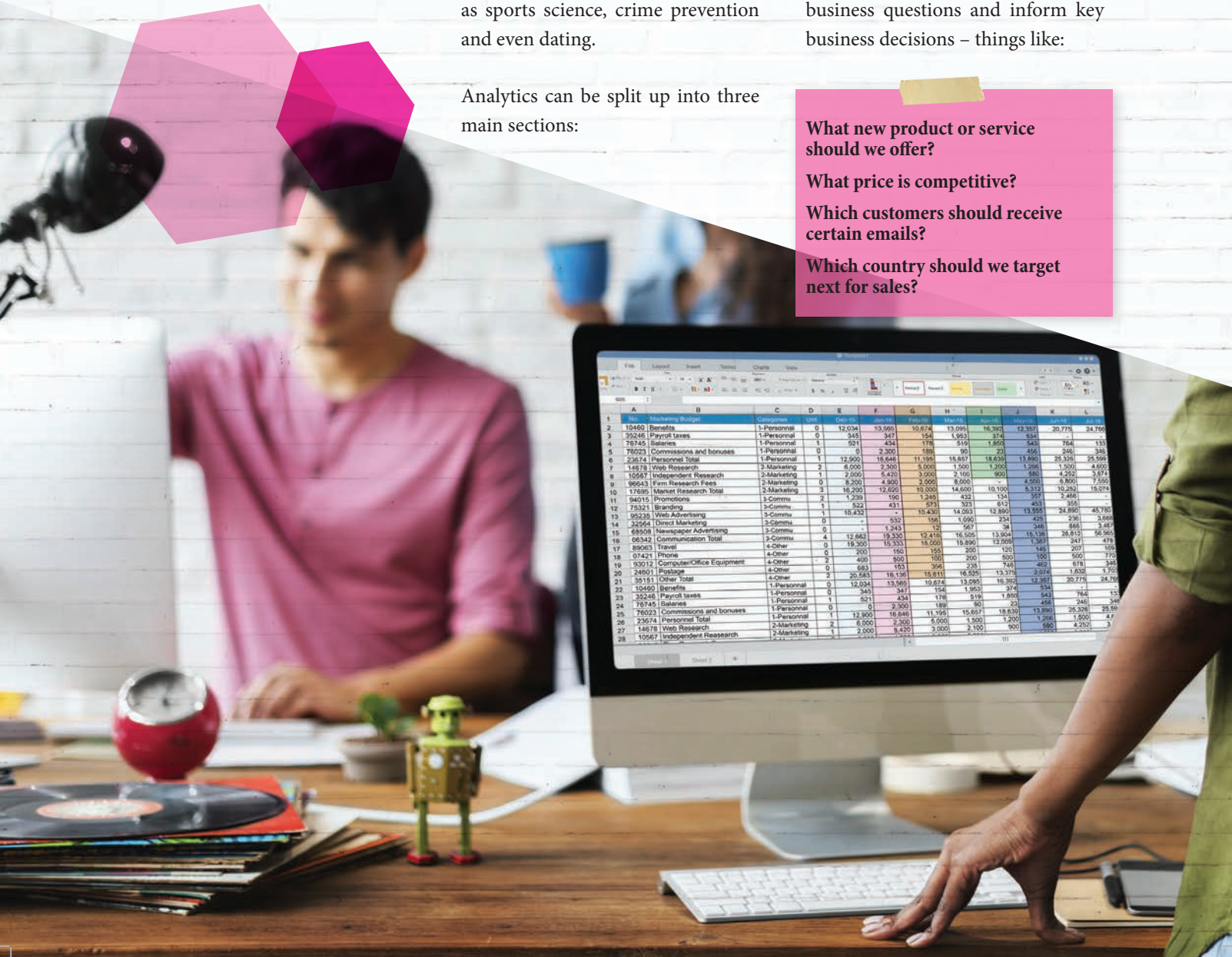
Each section takes different skills and interests. However, at the end of the day, they're all trying to answer business questions and inform key business decisions – things like:

What new product or service should we offer?

What price is competitive?

Which customers should receive certain emails?

Which country should we target next for sales?



	A	B	C	D	E	F	G	H	I	J	K	L
1	10460	Benefits	1-Personal	0	12,034	13,995	10,674	13,095	16,395	12,393	20,775	24,795
2	35246	Payroll taxes	1-Personal	0	345	347	154	1,953	374	534	754	133
4	78745	Salaries	1-Personal	1	521	434	176	819	1,893	243	754	133
5	76023	Commissions and bonuses	1-Personal	0	0	2,300	1,893	90	23	455	245	345
6	23674	Personnel Total	1-Personal	1	12,900	16,646	11,195	15,857	18,639	13,899	25,320	25,599
7	14678	Web Research	2-Marketing	2	6,000	2,300	5,000	1,500	1,200	1,296	1,500	4,800
8	10567	Independent Research	2-Marketing	1	2,000	5,420	3,000	2,100	800	586	4,252	3,674
9	96543	Firm Research Fees	2-Marketing	0	8,200	4,900	2,000	8,000	0	2,901	8,800	7,590
10	17895	Market Research Total	2-Marketing	3	16,200	12,620	10,000	14,600	10,100	5,112	10,292	16,074
11	94015	Promotions	3-Comms	2	1,239	180	1,245	432	134	397	2,466	-
12	75321	Branding	3-Comms	1	522	431	575	323	613	453	355	-
13	95235	Web Advertising	3-Comms	1	16,232	-	10,430	14,053	12,895	13,595	24,890	48,785
14	32564	Direct Marketing	3-Comms	0	-	532	180	1,090	234	425	236	3,688
15	69508	Newspaper Advertising	3-Comms	0	-	1,243	32	567	38	248	666	3,469
16	08342	Communication Total	3-Comms	4	12,662	19,330	12,418	16,505	13,904	15,139	28,812	56,965
17	89063	Travel	4-Other	0	19,300	15,333	15,000	15,890	12,050	1,387	247	479
18	07421	Phone	4-Other	0	200	160	195	200	120	145	207	189
19	93012	Computer/Office Equipment	4-Other	2	400	500	100	200	500	100	500	170
20	24801	Postage	4-Other	0	693	183	394	238	744	462	678	348
21	30151	Other Total	4-Other	0	20,583	16,136	15,611	16,525	13,374	2,074	1,832	1,705
22	10460	Benefits	1-Personal	0	12,034	13,995	10,674	13,095	16,395	12,393	20,775	24,795
23	35246	Payroll taxes	1-Personal	0	345	347	154	1,953	374	534	754	133
24	78745	Salaries	1-Personal	1	521	434	176	819	1,893	243	754	133
25	76023	Commissions and bonuses	1-Personal	0	0	2,300	1,893	90	23	455	245	345
26	23674	Personnel Total	1-Personal	1	12,900	16,646	11,195	15,857	18,639	13,899	25,320	25,599
27	14678	Web Research	2-Marketing	2	6,000	2,300	5,000	1,500	1,200	1,296	1,500	4,800
28	10567	Independent Research	2-Marketing	1	2,000	5,420	3,000	2,100	800	586	4,252	3,674





While many of these questions would historically be decided on the whim of a manager or CEO, data now rules, and your work could be the driving force behind some truly gigantic business decisions.

### The who

While there are key differences across job titles, the reality is that all analytics roles exist somewhere on a sliding scale. In general though, they can be broken into three types.

**DATA ANALYST.** This role tends to lend itself to people with an in-depth understanding of programming and data collection. Perfect for someone heavily numbers- and statistics-based with less of an interest in the decisions behind the results. In this kind of role, it's the data itself and how you manage it that's key.

**BUSINESS ANALYST.** Here, you'll work much more closely with the results of the analysis and what it means. If you want to work with data but with the aim of taking an active part in the reporting and delivery of results, this is the right stage for you. This requires a much higher business

understanding. A perfect start for someone looking to work their way up to a business manager level.

**PREDICTIVE ANALYST.** Finally, if statistics, computer science and algorithms are your game, this is the position for you. It will involve high technical ability, using past data and algorithms to operate statistical analysis and models of how certain plans and ideas might work out in the future.

### The how

Your educational background is fairly key with analytics. Computer Science, Maths, Statistics, Physics, Economics or Engineering are all preferred. For business analyst jobs, a business degree or MBA accompanied by self-taught understanding of the more technical aspects will be very well received.

If you're from an arts or less numbered-focused background, this doesn't spell the end for your dreams of crunching numbers. You may want to look at starting with smaller companies to improve your understanding and work your way

up, or begin in a combined analytics and marketing role, or an analytics role in a more creative environment.

More so than other graduate jobs, where soft skills are more valued, most companies will ask for at least a working understanding of certain software. While this varies from role to role, you should definitely consider learning:

**Excel** – Start with the basic components and then work your way through formulas (VLOOKUP and pivot tables) before learning keyboard shortcuts for quick navigation through the data

**SQL** – Good to have a veneer of understanding so you have a basic knowledge of how data is extracted. Big Data University is a great place to start

**Web Development** – Again, a broad understanding is key to working in an industry that is increasingly web-based. At least brush up on the basics of the main languages

As ever, any extra element – be it a foreign language, an understanding of design or the ability to deliver a killer presentation – will always aid your application. Remember, it's all about that one thing that makes you stand out from the crowd!







# WHAT IS... FINANCIAL ANALYSIS?

**T**he city-worker stereotype is infamous. But whether your idea of a finance career is based on Mr Banks in *Mary Poppins* or the coke-fuelled scenes of the Wolf of Wall Street, prepare to be surprised. The 80s are long gone and the banking world is more varied, cosmopolitan and healthy than you have ever known. And behind the frontline of classic banking is a whole realm of financial services, including the elusive financial analysis.

Meet Ben, a financial analyst in London, who has just finished his second week of a grad scheme. He studied Mathematics at Warwick University, then completed his MA.

## So why did you choose financial analysis?

*I've always been interested in finance – especially since the credit crunch – hence why I went into finance and risk.*

## How was the application procedure?

*I had been applying for jobs since I graduated in September and this process was relatively straightforward in comparison. I sent my CV*

*across, then answered some 500-word questions before a 30-minute telephone interview a few weeks later.*

*The final interview was with the heads of department. There were two sections: first, a practical application of my knowledge; second, the classic interview on why I wanted to join the firm. I started a few months later.*

## What did you expect on your first day?

*I expected to be in over my head, as most of my colleagues had been working in this very niche sector for many years. There was almost no way I would understand the many terms unique to the office. That said, they have been really supportive and given me excellent training.*

*I also expected long hours, considering the times I received emails and voicemails beforehand. However, while some people do work long hours, the majority seem to leave around 5:30, if not earlier. There is definitely not a face-time culture, so you leave once your job is done. That is in contrast to the 7:30 I initially believed.*

## How was your first week?

*Moving on from the original day of utter bewilderment and confusion, I started working on going through various training courses with fellow colleagues. This took a lot of time and could be quite tedious, reading page after page of academic literature. But in the end things have started to click.*

*Considering my previous coding experience, I was able to help out with some basic programming tasks which needed to be done in the office. I have tagged along to a few meetings but am yet to contribute. The purpose was for me to get more experience into how the department is run, what tasks people are working on and things like that.*

## In the coming year, what will your job involve?

*I will be working with three different departments as part of my graduate scheme. The first is client services, which is the more client-facing side of the quantitative role. The job is to solve any problems the client may have, but due to the nature of the service we provide this is quite complicated and advanced. The clients are also really big names in the finance industry so there is a lot at stake.*





*After this, I'll be moving into financial modelling, which will be completely different. This is the more well-known aspect of financial analysis, I guess.*

### What are your colleagues like?

*My colleagues have all been really nice and welcoming, and willing to take their time to explain things to me. They didn't mind me being quite slow throughout the application procedure. The office seems relatively social. It is common for people to get a pint after work or play in a mini-football league. There is a really good vibe.*

### What three words would you use to describe your job?

*Analytical, programming, research.*

### Where do you see yourself in 5 years time?

*On the Dalmatian Coast with a*

*yacht. I jest. Realistically, I could be heading up one of the teams within the department. The firm supports us getting further qualifications, so hopefully I will have some of these under my belt.*

### Describe a typical work day.

**8AM:** I set my alarm for 7:50 but normally hit snooze. I have to leave the house at 8:30 for my walk to work.

**9AM:** I am at my desk and start with my early morning tasks, such as checking emails sent overnight.

**9:30AM:** There will be a departmental meeting in the morning and I will often be set a task by the head of department to work on that day.

**12PM:** I can take lunch at any point between 12 and 2. I normally take 20 minutes to grab a sandwich and phone my girlfriend to see how she is doing.

**1PM:** After lunch, there is normally a training session or another meeting (2-3 a day). I will continue with any tasks set.

**6PM:** I leave work and head home. In the evening, I sometimes head out with friends to a comedy club or have a Netflix marathon.

**12PM:** If I haven't gone out, I try to be in bed by midnight ready for the next day. The student days are definitely behind me.

So there you have it: a job in the city which pays well, provides a good work-life balance and gives opportunities for training.

So look behind the frontage of investment banking and check out some of the other possibilities in the city. You might be pleasantly surprised.



SALES

# SALES





# WHAT IS... SALES?

**T**he idea of sales conjures up many images for graduates. The used car salesman, all dressed up in a terrible suit. The cold-caller, having to make 1000 calls a day before he can go home. The finance man, not allowed a chair until he's closed his first twenty sales.

## But is this really what sales is like in the 21st century?

One of the big misconceptions about sales comes from the fact that we equate it to our experience of being sold to, or what we see on TV. In fact, sales in the digital age falls far from the pushy, overbearing reputation it seems to have.

## The what

One of the most important elements of modern sales is its targeted nature. With increasing access to technology and data across the net, no longer is it a case of grabbing the Yellow Pages and starting at A. Sales is, at its heart, about building relationships. By working off warm leads, interested parties, or people that you know have a gap that your product can fill, you can focus on building these relationships rather than on the hard sell. Sales has now become more multi-faceted and most roles will involve social selling, events, selling across email and telephone, as well as using all sorts of integrated software to target the most lucrative leads.

Sales is naturally suited to confident people who are great communicators, intelligent, and care about building relationships. Most people can now spot a 'sales guy' a mile off, so it's advantageous if you have something genuine to offer. This is where a focus on building honest relationships and informing rather than selling comes in handy.

## The who

Most graduate roles will start you off as a business development executive, sales executive or account manager. Top communication skills are an absolute must, as you'll be looking to be clear and convincing over the

phone, on email and social media as well as in person at meetings and events.

Another key element involves being knowledgeable about the sector that you're working in. As sales exists in almost every single industry, this means you have the opportunity to work in something that truly interests you. Consequently, roles and responsibilities vary hugely, but some standard ones include:

Reaching out and building relationships with interested parties

Learning about the company and all of its services and products

Identifying potential new business or customers

Helping to manage existing accounts, ensuring the smooth delivery of new products and services

Preparing and delivering presentations

Meeting with clients old and new, helping them to understand and use your offering to its best capabilities







## The how

One of the great things about sales is that it's open to all sorts of degrees, as skills and personality tend to account for more than formal qualifications. As with all graduate roles, showing an interest in the sector you're working for is key to securing a role. Whether this is related to your degree, something you've pursued outside of education or simply an area that interests you, a passion for whatever you're selling is essential. Showing this passion through your industry knowledge and actively

pursuing learning opportunities will help to demonstrate that you take your new responsibilities seriously.

Aside from that, you need to impress with your communication skills from the start. Begin with a well-written, concise, convincing CV, and make sure that you sell yourself properly in the interview. Building a rapport with your interviewer is the first step in demonstrating that you'll be able to do the same with customers in the future.

Confidence and resilience are also important as you have to be

able to pick yourself up after a 'no'. Make sure you're prepared with an answer to 'tell me about a time you failed/faced rejection'. Remember, interviewers don't just want the outcome, they want to understand the process of how you dealt with the situation personally.

Finally, many companies will be actively looking for someone with entrepreneurial spirit. If you've started a small business at university, organised a team of people in any way, or even run a small Ebay business, ticket selling or your own blog, a proactive approach is always well received.



# WHAT IS ... RECRUITMENT?

**W**e all apply for jobs, but do we ever think about the person who reads our applications, sifts through potential candidates, and selects you for the interview? If you've ever considered a career in recruitment, you might have.

## What does it mean?

As a recruitment consultant, you will be handling your client's job vacancies, advertising positions, screening potential candidates, cold calling for new business, and (hopefully!) filling job roles.

But there's so much more to the job than just that. You can be expected to run, participate in or lead training workshops for candidates to prepare them for interviews, provide insights into career progression and offer guidance on salary expectations.

Basically, you are required to know a lot about recruitment and have a passion for people and finding solutions. Sounds like you? Keep reading...

## What skills will i need?

Most listings state that no formal qualifications are specifically required; the positions are generally open to grads of any discipline. A degree shows commitment and dedication. Regardless of the subject, it is proof that you stuck to something for three years, which is appealing from

an employer's point of view – none more so than in recruitment. The job itself will need you to maintain focus on jobs that may be hard to fill, or ones that have had little success in the past. You will need tenacity and grit to forge on with the search, even when it gets hard.

As with most jobs, your organisational skills are paramount to ensure success. You can't let a position slip through the net if a client urgently needs someone to fill the role. You will need to be thoroughly in-tune with your diary and consistently on top of deadlines.

Finally, you need to be confident – a people person through and through. You will be dealing with clients through various forms of media every single day – by email, over the phone, via Skype or face-to-face – and you need to be engaging to attract the right kind of people. Would you feel inclined to go to a job interview with someone who was rude or off-hand over the phone? Make sure your communication skills are on their A-game and you'll fly in this career.







### What will my day-to-day look like?

For a trainee, you can expect to be thrown into a multitude of tasks during your first week to get used to the environment. This could include training in various areas: interview technique, sales and employment law. You can expect to start 'sourcing' candidates for a senior member of the team, which involves sifting through CVs and online profiles to find someone who matches a job description.

The role can be split across offices too. Research-based duties will be completed on-site with your team, while scouting for candidates or meeting with clients to discuss their needs will happen off-site. Be prepared to move around as required.

### Career progression?

The list is endless. From a trainee, you can move quickly up the ranks within your company to a junior role, then on to more senior positions, taking on more and more responsibility as you go.

When you are an established consultant, you'll get the opportunity to work as a freelance contractor for clients, specialising in certain fields of employment or for one client exclusively. Its branching career path makes recruitment a really exciting route to embark on.

### What are my salary expectations?

As a trainee, you can expect to start at around £14-20,000 per year. As your experience grows, your salary will too, and you'll be looking at

anything between £28-54,000 within the next two to three years, making it an extremely lucrative industry to be in. You can also expect to earn commission from the people you place in jobs successfully, adding to your overall salary per annum.

### Is recruitment right for me?

Every company will need the help of a recruitment consultant at some point, meaning that there will always be a demand for graduates to fill positions. If you enjoy a lifestyle that is heavily based on people and interacting with others, curating and sourcing client leads, and working on- and off-site, a career in recruitment may be perfect for you.



# WHAT IS... ACCOUNT MANAGEMENT?

**W**hen people think of account management, they usually think of, well, accounts. And numbers. And finance. But actually, account managing is a world away from a financial role, and requires a completely different skill set.

So what exactly is account managing, and what skills do you need for it? It may surprise you...

## The what?

So, as we've just established, account managing is not actually a financial role. The main focus of an account manager is to provide day-to-day customer service to clients. This could mean liaising over the

phone, email or in person, as well as being a first point of contact for customers re: queries, complaints or purchases. The account manager will know the industry inside out and be comfortable with the company product. In addition, they will know how to successfully compete against others in the same market by articulating the unique value or distinguishing quality of the company's services.

## The who?

You have sales. You have customer service. And then you have the account manager (AM), with one foot in each department. AMs are expected to act as the liaison between a company and its clients.

It's their responsibility to see that those clients are maximising the value of the products and services provided.

Instead of it being a finance-based role, there is actually a large sales component to this job. It's the AM's duty to maintain, retain and up-sell to their portfolio of clients or accounts.

AMs need to be detail-oriented. Organisation is a key part of the job. You will be expected to keep on top of every aspect of a project. Good communication skills are also necessary. This role involves interacting with clients on the one hand and internal staff on the other.





### The how

To pursue this career, a BA in advertising, public relations or communications should provide the necessary training. The course will help you learn all about maintaining a company's image and promoting its products to customers. And you'll graduate from it with brand new skills in critical thinking and problem-solving, as well as extensive experience in speaking and writing.

After that, you are eligible to be hired under the title of junior account executive or assistant account manager. Day-to-day duties might include managing accounts, finding new customers and ensuring current customers are happy. Since most account management jobs require

some experience directly related to the field, future managers may need to begin with one of these entry-level positions before qualifying for their desired position.

Another option after graduating is to pursue an MA in public relations or advertising. This will enable you to develop your strategic thinking, relationship management, creative skills and ethical responsibility. Some of the advanced courses students might take include integrated campaigns, creative process, strategic planning in advertising, communication strategy and political public relations. The course will also enable you to gain even more experience with participation in an internship, and will allow you

to build up your contacts book at networking events.

It's important to remember, however, that MA degrees are not for everyone, and there are several cons as well as pros.

### The why

If you're a real people person with excellent administrative skills who performs well under pressure, this is a great role for you. As an account manager, you will often be required to work later or evenings and weekends. If you don't mind being flexible for work then it's no problem. However, if you prefer more of a structure to your day, this may not be right for you.





# CREATIVE





# WHAT IS... EVENTS?

**W**orking in the events industry isn't all glitz and glamour – but it is perfect for those with an outgoing and confident streak. One day you could be organising a business conference, the next a company opening, and then an evening dinner party. One thing is for certain: it's an ever-changing landscape full of different tasks to tackle.

## What does it mean?

Working in events means just that: working behind the scenes, preparing and organising events. Depending on the seniority of your role, your responsibilities will differ – from gathering bookings and checking the guest-list at the door, to ordering flowers and catering, to ensuring that everyone is well looked-after and satisfied. Depending on whether you're an event coordinator or manager, these specifics will change.

## What skills will i need?

The main skill is an ability to adapt and feel confident in different environments. You'll need impeccable communication skills, as a large part of the role will be liaising face-to-face or digitally with suppliers, vendors and clients. With that comes a definite requirement to maintain your cool when under pressure. Invariably things will go wrong, plans will change at the last minute and you will need to act accordingly, as well as be an astute problem-solver.

Alongside this, you will need to be an impeccable planner, a stickler for detail and thoroughly organised. It's a highly hands-on role, so you will have to be as happy sitting at a desk as fronting a stage in front of hundreds of people.

## What will my day-to-day look like?

Again, this depends on the rank of your position. An event organiser will plan events in line with clients' expectations and budgets, book speakers/venues/caterers, manage the operations, oversee the actual event and then follow-up with a post-event report to assess the success.

On the other hand, an event manager works on a more top-line level, overseeing the entire movement from monitoring budgets and finance to supervising staff on the day. He/she is the less senior staff's go-to.







## Career progression?

There is a lot of scope in events to work your way up the ranks. As the role will give hands-on experience in a whole array of fields (catering, entertainment, financial planning, research), working in events has the ability to open many doors for future careers and professional progression.

An entry-level events worker can work up to becoming a team leader, then a coordinator, and finally on to more senior, strategic levels. It's not uncommon for events workers to leave their companies to become freelance consultants, maximising their income and their freedom in

the industry. Once you've made a name for yourself and have a solid repertoire, you are able to move around the sector freely.

## What are my salary expectations?

For an entry-level worker, you can expect between £15,000-£18,000 per year. Once you have established yourself and have industry experience, the salary can rise to between £18,000-£35,000, depending upon your employer and position. This can easily skyrocket to £50,000 once at a senior managerial level, with an established track

record. Freelance consultants can set their rate per event, so the remuneration is up to the individual.

## Is working in events right for me?

If you like being busy, rushed off your feet and being faced with an ever-changing landscape, it may well be. Working in events is a great way to meet new people and have a consistently sociable career. No two days will be the same – so, if you thrive off unexpected situations, a career in events might just be for you.



# WHAT IS ... WEB DESIGN?

**A**re you technically savvy and as good at coding as you are at design? If so, it probably makes sense for you to look at a career within web design. Read on to find out more and see whether this is the path for you.

## What does it mean?

A web designer or web developer is responsible for creating and re-designing both new and old web pages, using a combination of technical and design skills. They create templates in line with their client or own company's needs, typically responding to a creative

digital brief. You'll be responsible for conceptualising, writing and creating company web pages.

## What skills will i need?

Depending on an individual's experience, degrees and formal qualifications may not be required. An employer will look to someone's personal portfolio as a means of assessing whether or not they would be a good fit for a role. As a result, it is always a good idea when aiming to work in the creative sector to have a portfolio of current work to show potential clients/employers as proof of your skills.

Although qualifications aren't a definite requirement, an ability to use software effectively is. Specific software requirements range from coding (Javascript, HTML, Dreamweaver) to programming, to design and graphics platforms (Illustrator, InDesign, Photoshop), to content management systems (WordPress, Adobe Business Catalyst).

Alongside technical writing, you'll need a definite dose of creativity. You will be managing the entire look and feel of a website, taking into consideration the user experience and ease of use, as well as the overall





visual appeal. Finally, an ability to prioritise your workload, take on constructive criticism and critique and be flexible with your projects is an absolute must.

## What will my day-to-day look like?

Typically it will be a standard 9am-5pm working day, although this may change if you work at a creative agency where the hours are dependent on the workload or project. Job briefs will detail what your task is for any given day/period of time. You may be working as a part of a team or individually, depending on the size of your company or creative department.

## Career progression?

As with most roles, you can easily move up the ranks of seniority within your business, making the jump from junior web designer to web designer, to senior and then team leader for a section of the creative digital department.

You may also want to look into consultancy roles when you are qualified and experienced enough within the field. Here you are able to build up a repertoire of your own clients, who you work for on a freelance basis as a self-employed web designer.

The progression is up to you – you may be content working in a business as part of a team, or long to work remotely and away from others. Once you have the experience, what you choose to do with the position is up to you.



## What are my salary expectations?

As a junior or entry-level web designer, the salary begins at £18-24,000 per year. Once you have established yourself and perhaps been promoted to a more senior level, you can expect a salary within the region of £25-50,000 per year. Self-employed consultants earn more than this, depending on the size of client they work for, in line with their track record of past successes.

## Is web design right for me?

If you're digitally savvy, able to creatively solve problems and enjoy the thrill of working on new projects for a whole host of different clients, then a career in digital design may be right for you.





# WHAT IS... GRAPHIC DESIGN?

**E**very company will need the assistance of a graphic designer at some point. Whether it's external or internal branding, marketing materials or employee handbooks, everything needs to be designed at some point. Enter the graphic designer.

If you have a creative flair, are good with criticism and know your way around InDesign and Photoshop, this could be the path for you.

## What does it mean?

You will be responsible for digitally designing creative assets for your employer. This could mean conceptual mood boards for new

branding, arranging copy and images in a brochure, creating a leaflet for external marketing, creating logos, or a whole host of other innately creative activities.

## What skills will i need?

It goes without saying that you will need to be digitally savvy and know your way around the Adobe suite. InDesign and Photoshop are widely used, with other programs becoming necessary depending on your specialism. Ideally, a degree-level qualification in a relevant field would be advantageous (BA Graphic Design, Illustration, Visual Arts, etc.), although it is becoming more and more acceptable to have hands-on experience and a portfolio of material in lieu of formal education.

The skills are the same regardless if you work agency- or client-side (agency-side: your employer works on behalf of clients, receiving job briefs from external businesses and creating work on behalf of them; client-side: you work for one company and create designs exclusively for their own use). You will need to be able to take criticism and not be precious over your creations. If a client doesn't like it or it isn't what they were expecting, you will have to change it in line with their wishes. The phrase 'the customer is always right' definitely rings true for this job. You will enjoy working under pressure in an ever-







changing environment. Especially if you work agency-side, your range of work and client base will be different all the time, from automotive to agricultural, technological to fashion. You will need to adapt your skills to suit whatever job is thrown at you.

### What will my day-to-day look like?

You will be briefed on a job and required to deliver the assets back at an agreed time between you and your manager/head of design. Usually, the hours will be a standard 9am-5pm, but agency-side work is known for running over and employees are expected to stay until the job is done. As we have already mentioned, the

briefs can vary – from conceptual creative responses, to a quick-fire advert that needs to be print-ready by 12 PM. No two days will be the same; this is definitely a career for those who thrive on the unknown.

### Career progression?

You can easily move up the ranks of seniority in this position, becoming a senior or lead designer, and eventually head of design. The final step within a company would be the ascent to creative director – that is, the person who oversees all creative movements within a business, and acts as a consultant to the team of creatives. As with most careers, there is the option to become freelance and work as a consultant to businesses

or agencies, with all the inherent opportunities and risks that entails.

### What are my salary expectations?

Entry-level designers can expect a salary of between £18-20,000. As your experience grows, this can rise to between £21-32,000. Once the move is made to senior designer, a salary of £32-50,000 is normal.

### Is graphic design right for me?

If you enjoy working around creatives and responding to ever-changing job briefs, and aren't phased by working hard and fast, then this could be the path for you.



# WHAT IS... A PRODUCTION ASSISTANT?

**M**any of us dream of someday working in the thrilling world of film and TV. For most people, however, this glamorous career begins with the humblest of roles: the production assistant.

## What does it mean?

The term 'production assistant' is often used interchangeably with 'runner', although the two aren't necessarily equivalent. Many PAs start out working as runners although they're pretty similar jobs. It's one of the most common roles for graduates and people hoping

to work in the film & TV industry, so let's break down exactly what it entails.

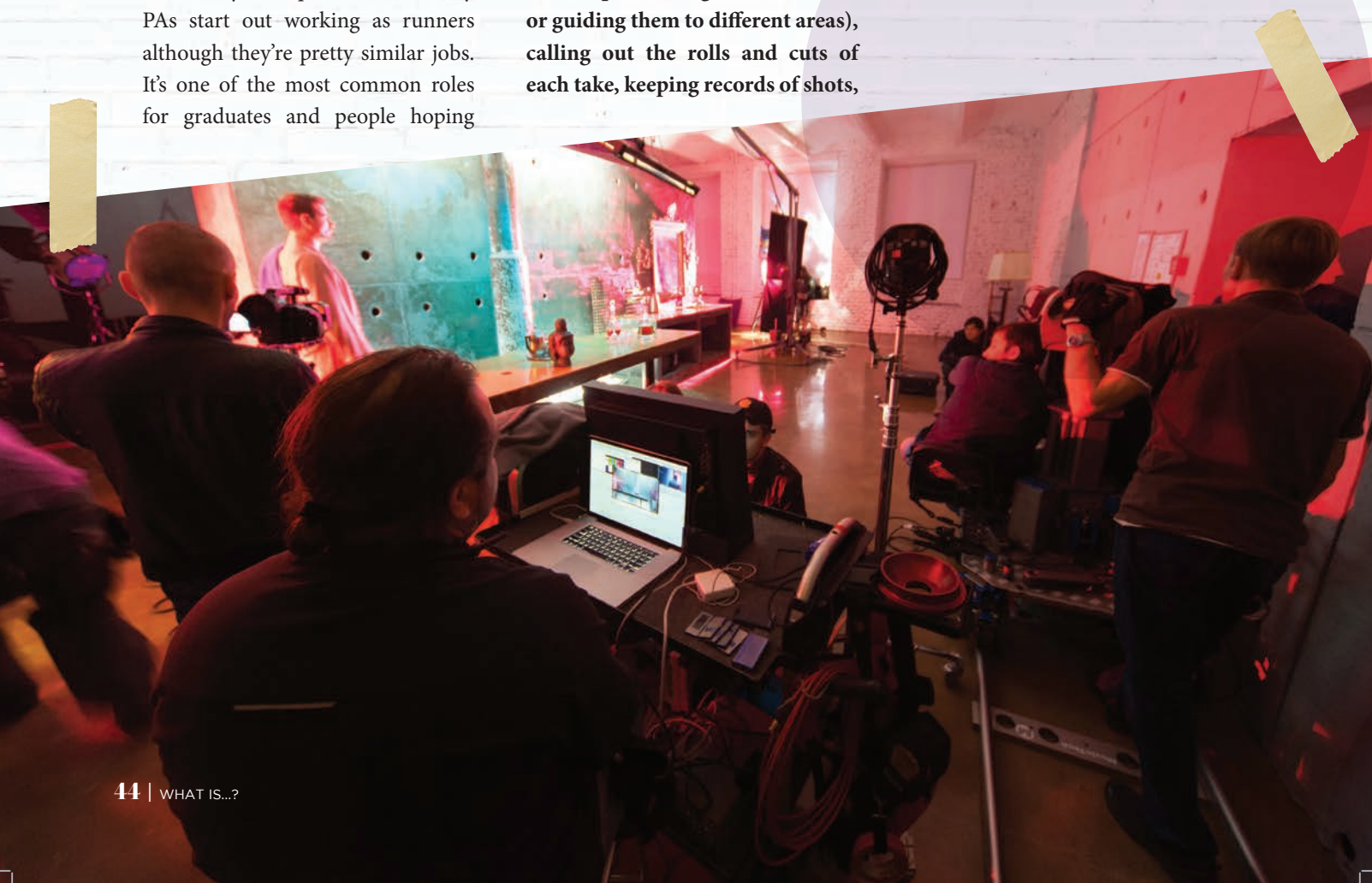
## What does a PA do?

The difference is mostly in what kind of PA you are. There are usually two distinct 'types': location or set PAs, and office PAs.

- A set PA might do anything from wrangling the talent, audience and extras (performing crowd control or guiding them to different areas), calling out the rolls and cuts of each take, keeping records of shots,

helping to set up equipment, distributing call sheets and paperwork, or taking out the trash.

- An office PA will, you guessed it, mostly do office-based tasks. These could include booking transport and accommodation, data management, answering the phone and emails, photocopying and liaising between different departments.







## What skills do i need?

You will need certain qualities to succeed as a runner. These will include:

- An ability to learn quickly
- Good problem-solving skills
- Keeping calm under pressure
- Strong communication skills
- Basic maths skills
- Decent IT knowledge
- The ability to get along with other people and contribute to the production as a team player

Specific skills like prior experience working on a set, technical/equipment related skills or a relevant degree in media or film would help with applications.

## Anything else?

- Hours will be long and you may have to spend periods on location sets away from home. Payment can vary, but the Broadcasting Entertainment Cinematograph and Theatre Union (BECTU) suggests daily rates of £138 and weekly rates of no less than £551.
- It's likely you'll be hired by an individual production company, though many of the big TV channels hire PAs, so it's worth keeping an eye on their job boards.
- Most of the jobs will be in London or the southeast, though all major cities have production companies based there. Relocating or being willing to travel (and having a clean driving licence) is often a necessity.

## Career progression?

In terms of furthering your career prospects, it's up to you. Being a PA is often on a freelance basis – so the more you can network, make a good impression on your superiors and be proactive, the better. Whatever role you're after, whether it's being a producer, scriptwriter, or editor, it's no secret that you'll have to start at the bottom and work your way up.

Being a PA isn't for the faint of heart and many of the jobs you do might be banal. However, PAs are essential to the business; it's a golden opportunity to network and get a foot in the door of a highly competitive industry.



# OTHER





# WHAT IS ... ADMINISTRATION?

**T**o be an administrator, you need to be three things: organised, organised, organised! Sound a little like you? Then perhaps this is the career route you should take – because although organising your friend's diary is good practice, maybe it's time to move onto something that pays you in more than gratitude.

## What does it mean?

The clue is in the name. An administrator is behind every single operation within a company. These desk-bound souls are paramount in keeping day-to-day activities running smoothly and efficiently. Every business needs an administrator; without one, things tend to fall apart pretty quickly.

Depending on your area of speciality admin roles can entail different things. A financial administrator will have different responsibilities to a production administrator, for example. However, in general, they all need the same basic skills. Prospects.ac.uk comments that an administrator should “provide both clerical and administrative support,” and that is true across all specialities.



Think of the position as a chief organiser of people, of events, schedules – anything. Good admin is a vital cog in any company and businesses cannot survive without it.

## What skills will i need?

We've already laboured the organisational skills. Not only will you need the skills, but you'll need to enjoy organising, too. Imagine working as a builder, yet hating everything about construction; it's just not going to work. You need a passion for detail or you won't make it past your first spreadsheet.

You need to be an astute multitasker. You need to be able to book a flight while scheduling a meeting as you make a visitor a cup of tea with two sugars and a splash of milk. You need to feel comfortable handling lots of complex things at once without feeling overwhelmed.

Along with multitasking, your attention to accuracy is key. You will be responsible for a lot of planning for your MD, company director or important clients; you cannot afford to get dates, times, or locations wrong. It's important for the administrator to sweat the small stuff and check everything for holes (and then double-check everything all over again). On a personal level, you'll need to be level-headed, calm and not easily overwhelmed.





### What will my day-to-day look like?

You will be expected to do anything from greeting visitors, clients and interviewees to booking flights, transfers and hotels for current members of staff. Responsibilities range from answering the phone to filing to documenting minutes from meetings.

Your hours will typically be 9am-5pm, weekdays. No two days will look the same, and you must be prepared to expect the unexpected. If there is a crisis and a meeting room is double booked, or if your MD is supposed to miraculously be in two places at once, it'll fall onto you to fix it – and fast. If you like variety and being kept on your toes, then this is the role for you.

### Career progression?

There's a lot of scope for progression in this role. Although it's an entry-level position, it gives you a chance to impress your superiors quickly and easily. You are managing their schedules after all; if you get it right, they'll be taking note.

As an administrator, you may be in charge of preparing job descriptions, meaning you'll get to see everything first, and have access to internal vacancies before they're promoted. Administrators typically progress to more senior roles, such as a PA or management, or become executive members of staff themselves.

An administrator position is a great role to have under your belt, and the experiences that come with the job are completely transferable, making it a fantastic starting point in anyone's career.

### What are my salary expectations?

Entry-level admin workers can expect a position to be listed in the region of £16,000-£19,000 outside of London, and £20,000-£24,000 within. With most positions, salaries rise once you have trusted experience in the field – typically to around £28,000-£33,000.

### Is an administrator role for me?

If you like variety, being quick on your feet and thinking fast, then yes. Be prepared for a fast-paced, ever-changing landscape, with no two days being the same. Keep your organisation and accuracy as high as possible, and you will really fly with this career path.





# WHAT IS... RETAIL?

**M**any people have retail somewhere on their CV. Whether it was a Saturday job at school or a frenzied saving route during your gap year, working in a shop has been a feature of many people's working history. So what about making it into a full-time career? Where could that lead?

Meet Emily, a Cambridge graduate.

## Why did you choose to go into retail?

I was looking for a role during my gap year. Most people end up in retail as a short-term option and then find out that it could be a full-time career. For me, I don't see myself here forever but I have many colleagues who are successfully working up the ladder.

I chose retail as I really like working with people. Throughout

my extracurricular activities at university, that was the common theme. I don't see myself in an office at this point in my life and working in a fashion store where people are usually in a good mood seemed like a wise choice.

## What was the application procedure like?

It was a lot more stringent than I expected. I applied online. This included a CV and answering some 500-word questions. The minimum requirements are A-Levels. You also have to have some evidence that you are a people person and a team player.

There was then an assessment evening. We did some group activities, which included designing an advertising campaign and a product. You worked as a team then presented to the group. It was pretty relaxed.

Having run these evenings myself, it isn't exactly what you say but how you say it. We are looking for people who are confident, able to fit in with the team and can work innovatively. The worst thing is someone who acts like they know all about the company and gets everything wrong, or someone who is generally arrogant.

We aren't afraid to not hire anyone from a recruitment session, and people do get let go after their probation if they aren't the right fit. I would say that if you get rejected from one store, it might just be the wrong store for you so try another.

## What did you expect on your first day?

"Store work is what you expect, especially when you first start. Your responsibilities are to serve customers, make them feel fantastic and make sure the store looks pretty. One thing that did shock me was how big the figures were. The company expects big money and you are expected to reel that in.

"There is a training programme which covers all the basics. You learn what the company is about, the particular features of the clothes and





how to serve customers effectively. Once you work on the till, you learn how to do that successfully and how to watch out for fraudsters.”

### **Describe a typical workday.**

Shifts can vary from four to eight hours, and you often work at the weekends too. Once in work you will be briefed by the manager. They will run through the targets for the day and allocate you to a zone. Most days will be spent helping customers, running out clothes and tidying up the shop.

### **What are the common misconceptions people have about your job?**

People think we don't care about customers, but what I like about my job is making someone feel really good about themselves. I once had a woman who was suffering from cancer. She felt awful about herself and admitted that stopped her buying new clothes. The thing was, she was stunning and it broke my heart she no longer saw that. She

stayed for quite a while and tried on lots of different outfits. She ended up buying a lot – an outfit to go with jeans, something to lounge in when she was feeling grotty, and a dress to wear for dinner. After she bought the products, she came back to the mirror and put some lipstick on. Her husband came over and thanked me, as that was the first time she'd worn lipstick since falling ill. You can make a real difference in this job and people don't appreciate that.

### **Is there the opportunity for further training and qualifications?**

While we don't have the opportunity for particular qualifications, the firm does provide many routes for learning new skills. There is a clear hierarchy in the store and you see people travel up that route. There are then teams in charge of the area or the flagship stores.

Beyond that, head office is full of people who once worked at the store level. They often run work

experience or intern schemes, where you can go to head office and find out what it is all about. Once you find something you enjoy or something you study outside of work – whether that is marketing, design, finance or customer service – you can definitely make a long-term career out of it.

### **What skills have you learnt?**

As this isn't a long-term career choice for me, I have tried to pick up as many skills as possible. You learn a lot about customer service, including how to work with rude customers. You are constantly part of a team and you have to take responsibility for your tasks. The company culture is target-driven which means you learn to work under pressure and to a deadline.

I really enjoyed learning more about store design and visual merchandising, and found this useful when doing a marketing course outside of work. You learn many skills which you can apply to a different situation. You learn how to sell and I guess that is a big part of most jobs out there.”

### **How would you describe your job in three words?**

Fun, client-facing, innovative

If you're looking for a career in fashion or working with people, then starting in retail could be a good choice. If you are one of those who took up retail as a short-term stopgap, remember to check out the opportunities in your company and to make note of the new skills you are learning. Dealing with difficult people – whether a customer, client or colleague – is a skill you can use anywhere.



# WHAT IS ... ENTREPRENEURSHIP?



**S**ometimes people take a chance. They jump ship and see where life takes them. Look at Snapchat, Facebook, Apple – all were set up by someone who took a risk, came up with an idea and ran with it.

Meet Sam, a Cambridge graduate who did just that.

## **Why did you choose to set up your own business after university?**

*I did the usual graduate thing and had eight interviews to get a job in a big bank. I spent one day there and hated it. So I wanted to roll the dice and see if I could make my own*

*destiny. Setting up my own business seemed the best way of doing that. I scrabbled around for a bit and then ended up meeting my first business partner in a bar in Moscow.*

## **Tell us about your companies.**

*The first one was called IGO Adventures and did extreme expedition races. I left that in March 2016 and set up my current company, Let's Do This, with a mate from Cambridge. They're both in the endurance sports industry and I think it's crucial you set something up around one of your passions. It isn't a necessity – Zuckerberg doesn't strike me as a particularly social*

*bloke, although the tech fit is obvious – but it makes a huge difference in the long term. You need real passion to get through the dark times. People buy and back passion, and it is pretty hard to fake that.*

## **What does your job involve?**

*If we're doing a funding round then most of my time is spent fundraising. This involves meeting lots of investors, selling your dream and the team's ability to execute it.*

*Apart from that, it's just a constant juggling act to try and keep various balls in the air. As well as leading the company with my business partner, Alex, my specific role is as head of*



sales. Good sales is a lot less glamorous than people think; it's about setting up a pipeline and brutally executing it – 5 deals this week, then 10, then 20 – ironing out the bottlenecks and improving your pitch.

As well as sales, I have a fair amount to do with hiring, marketing, creating content, keeping investors up to date and making sure we're on the right long-term strategy. That said, there's too much in a start-up to be good at everything. While you need to be willing to try anything, and it helps to have one 'superpower' (whether that be coding or fundraising), you won't be good at it all. You'll have to get people around you who complement your skill-set, so I've learnt being self-aware is essential.

### Is the job different that you expected?

It's been tough but I wouldn't change it. As with anything, the guys who are awesome at it make it look so easy. I think there's a good parallel with your degree; all your mates see are the photos on graduation day. They don't see the sleepless nights smashing dangerous levels of Pro Plus in the library. If you're going to do anything worthwhile it's going to be really hard. Start-ups are no different.

Truthfully, everything's pretty extreme in a start-up. Your highs are super high and your lows are really low. That pounding means the good bits are even more awesome though. One thing I wish I'd known was the need for a support network. The emotional side is always the worst and the very worst is letting someone go. Firing someone ten years older than you, who needs the job, especially if you're the one who got the hire wrong, is horrible. It makes a huge difference if you have someone to ball your eyes out to.

Most of the chat about start-ups, like most of the chat about anything, is rubbish. It's seriously hard work, emotionally savage and occasionally incredible. 90% of start-ups fail and you always know there's a big chance that all your hard work and the faith of friends, families and investors will come to nothing.

### What is the work-life balance like?

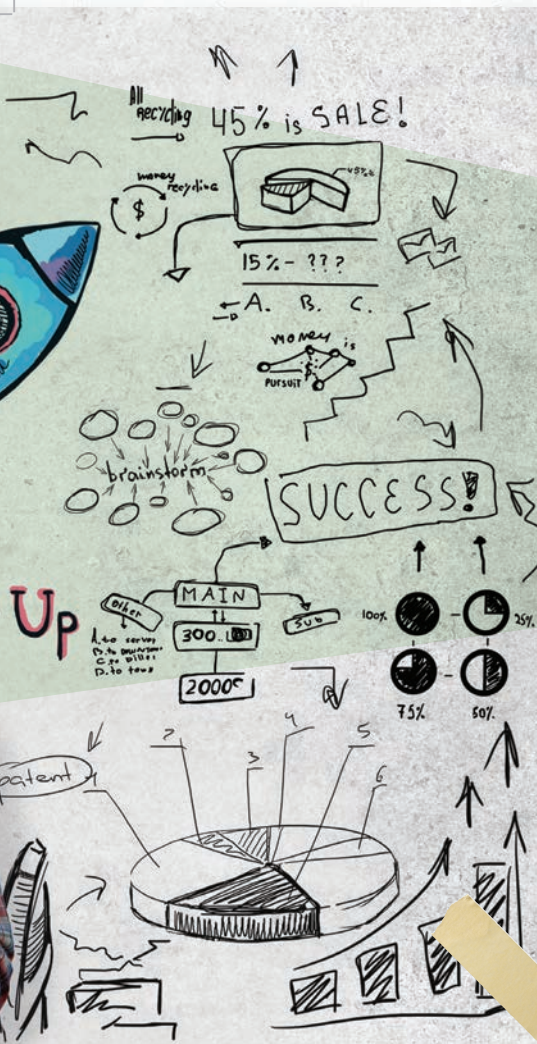
Terrible. You have to really live it. I spend almost all my time on the company. That isn't necessarily a bad thing as I've kind of turned my hobby into a business. If I was still at the bank, I'd be spending my weekends biking or running. Now I bike and run but it's normally work-related.

I also work with awesome people that I enjoy spending my life with. That's the dream of building the team. We've been really fortunate in terms of our team and investors, so most of the people I meet are passionate about the things I'm passionate about.

That said, you often feel like people don't really understand what you're dealing with. Most people see you as constantly doing awesome stuff, surrounded by loads of cool people and generally living the dream but, of course, it's never that simple. There's good and bad to this life, and







burnout is a real thing. But yeah, if you're going to set up your own start-up, don't expect to have your evenings and weekends pristinely free. The start-up becomes your life.

## Describe a typical day?

**7:30:** I wake up and cook up a massive breakfast, then I cycle into work.

**8:30:** I start off the day with personal admin and emails, then have a core team meeting at 9:30.

**10:30:** I catch up with developers, then the day is either meetings or the occasional glorious office day. It is super varied.

**19:30:** I normally hit the gym or go for a run once I get out the office.

**21:30:** I like to have a big dinner (lunch is always a bit pathetic), then try to get a couple more hours of work done. I make sure that I spend the evening with mates or my girlfriend at

least twice a week.

**23:30:** Bed time. This start-up life can be tiring.

## Any tips for someone else entering this world?

The biggest decision is who you go into business with. Nothing else matters as much so make sure you get that right. If you get a legend coming with a crap idea or a muppet coming with an awesome idea, then work with the legend and together you'll get a great idea.

Try to retain perspective. In Kipling's great 'If' poem, there are a couple of lines which read: "if you can meet with triumph and disaster and treat those two imposters just the same." It's something I return to a lot and helps keep you grounded when you're high and hopeful when you're low. Keep hopeful. Again, cracking film 'Shawshank Redemption' has a central theme that hope is a good thing, maybe even the best of things. You'll get hammered going into business

whoever you are and keeping hopeful I think is super important.

Ask. It's incredible how much time people are willing to give you, like super successful famous people, if you just ask them. Obviously, the flip side of that is when we all get there we need to remember to send the elevator back down and be kind to the little guys!

There are only two types of people I massively respect (and this may be controversial): those who fully sell out, smash up the corporate rat race and make sure they're seriously well compensated for that; and then those who decide to follow their passion and forget the money. Even if good money eventually comes from their success, that's not the point.

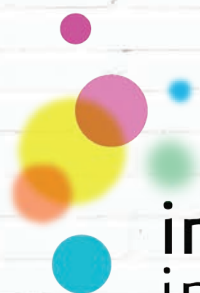
So there you have it – being an entrepreneur is not an easy route. But if you think that life couldn't get better than following your passion with a little bit of luck and a lot of hard work, then maybe one day you'll be the new Mark Zuckerberg.











**inspiring  
interns**  
graduate jobs &  
internships





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