

Marketing: The Best Jobs You've Never Heard of

Talking Points

Background:

- Digital has disrupted not just industry business models but also the way in which business gets done. New skill sets are required to keep pace with the change as new job functions have emerged from programmatic media to content marketing.
- There is a growing concern among marketers and advertisers over the challenge of attracting the best entry level talent. Marketers and advertisers are continually looking for “fully formed” or “whole brain” candidates—those who show a solid combination of hard and soft skills, balancing good strategic thinking and problem solving with hard technical skills for true job readiness.
- There is a general lack of definition around a career path in marketing or advertising. Many students question whether it constitutes “meaningful work.”

Talking Points:

- Marketing is about more than just creating ads and selling products. It's a dynamic industry comprised of so many exciting areas, including branding, social movements, live experiences, retail innovation, social media, strategic communications, market research and data and analytics.
- Even if students don't have a degree in marketing/advertising, they likely have the skills for a thriving career in this field. Marketers are looking for new talent who display analytical and critical thinking, creativity, high-level communication skills, cultural awareness and leadership potential. Students from all disciplines—including English, journalism, engineering, computer science, finance, consulting, psychology, sociology and more—can apply their learnings to a variety of marketing areas.
- Marketing/advertising is an industry that is rapidly evolving. As digital innovation continues to take place, jobs that previously did not exist in the industry are now in high demand. Additionally, the marketing world has a unique opportunity and ability to enact positive change and social good as consumers become more invested in sustainability and inclusivity.
- There are a number of exciting entry level positions open at the country's top marketing and advertising companies, including American Express, P&G, Sephora, IBM, Mastercard, L'Oréal USA, Verizon, McCann, The Ad Council, Publicis Media, Intersection, IW Group, R/GA, Horizon Media, NASDAQ and more. **Students can learn more and view the openings at www.ANA.net/BestJobsEver.**