

MSc Advertising

Your Careers Adviser
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Skills developed in college

You've developed a range of skills through your education, work experience and personal interests and achievements.

Understanding what skills you have to offer and like to use can help you understand what you want in a career, as well as providing key information for job or further study applications.

In terms of securing a job, academic qualifications alone will not guarantee success. Evidence-based skills sections on your CV can demonstrate the broad range of qualities you have to offer employers.

[Opposite are some of the main skills you may have developed while in college:](#)

Communication skills, both verbal and written

Expressing ideas effectively and conveying information appropriately and accurately. Influencing others by expressing self effectively in a group and in one to one situations. Showing a range of verbal and nonverbal signals that the information being received is understood.

Teamwork/working with others

Working effectively and confidently within a group to achieve a common goal or task. Including understanding your role within the team, and listening and supporting other team members.

Problem-solving ability

Identifying, prioritising and solving problems, individually or in groups; possessing the ability to ask the right questions, sort out the many facets of a problem, and contribute ideas as well as answers regarding the problem.

Time-management skills/ability to meet deadlines

Managing several tasks at once; being able to set priorities and to allocate time efficiently in order to meet deadlines.

Planning and organising

Establishing a course of action for self and/or others to accomplish a specific goal. Planning proper assignments of personnel and appropriate allocation of resources.

Leadership skills

Motivating and taking responsibility to lead other people, in order to achieve set goals and objectives.

Initiative & self-management

Identifying opportunities and being proactive in putting forward ideas and potential solutions. Self-disciplined and self-motivated, in the pursuit of studies and professional practice.

Ability to make quick decisions/work under pressure

Making decisions and taking action. Maintaining performance under pressure and/or opposition.

[You may also have developed a wide range of technical/specific course related skills](#)

Types of employers/industry sectors

Some of the main types of employers/industry sectors in which Advertising graduates work include:

- Advertising Agencies/Departments
- Marketing Agencies
- Media Agencies
- Public Relations Agencies
- Graphic Design Agencies
- Digital Agencies
- Creative Media Agencies
- Public Service
- National, EU, Government Agencies
- TV/Film/Advertising Production Companies
- Radio
- Newspapers
- Magazines
- Online media
- TV/Radio stations
- PR Consultants
- Publishers
- Educational Institutions

For sector information see:

- www.gradireland.com
- www.careersportal.ie
- www.prospects.ac.uk
- www.targetjobs.co.uk

Career options with your course

Some of main occupations and job profiles secured by Advertising graduates include:

- Director of Account Services
- Account Director
- Management Supervisor (accounts)
- Account Executive
- Assistant Account Executive
- Executive Account Planning
- Director Account Planning
- Account Planning Manager
- Account Planning Supervisor
- Account Planner
- Assistant Account Planner
- Client Executive
- Creative Director
- Art Supervisor
- Art Director
- Creative Artist
- Illustrator
- Copy Supervisor
- Copywriter/Copy Editor/Proof reader
- TV/Radio Producer
- Film Director/Producer
- Media Director
- Communications/Media Adviser
- Media Planner
- Media Analyst
- Media Buyer
- Strategic Planner
- Advertising Photographer
- Designer
- Marketing Executive
- Marketing Co-ordinator
- Advertising Sales
- Market Researcher
- Brand Executive
- Assistant Brand Executive
- Web developer/designer
- Online Ad Executive
- Online Sales Executive
- Social Media Product Manager
- Promotions Manager
- Lecturer/Education
- Digital Planner

For more occupational information see:

- www.gradireland.com
- www.careersportal.ie
- www.prospects.ac.uk
- www.targetjobs.co.uk

Employers who have recruited in your area

Companies who have recruited Advertising graduates include:

- Atomic Advertising Agency
- Bloom Advertising
- Cara Ireland
- Eighty Twenty
- Gocambio
- MEC Advertising
- Rothco
- The Public House
- Huskies
- Javelin Advertising
- Simply Zesty
- The Social House
- Bank of Ireland
- Boys and Girls Ad Agency
- Carat Ireland
- Small Park Social
- Zenith Optimedia

Job Hunting

It is important that you access both the advertised and hidden jobs market and use any and every means available to you to job hunt effectively.

Advertised Jobs

Most University and IT Careers Services have jobs listings on their websites:

www.tudublin.ie/jobscene

Graduate programmes and immediate vacancies

www.prospects.ac.uk & www.targetjobs.co.uk

Graduate jobs UK

www.gradireland.com

Immediate jobs/Summer/Graduate programmes

www.mondotimes.com

Local and national press

www.publicjobs.ie

www.localgovernmentjobs.ie

Public service

www.irishjobs.ie/agencies

Complete list of recruitment agencies/online recruitment sites

www.mandy.com

Media jobs worldwide

www.tudublin.ie/careers

Company websites – include advertised vacancies, internships

Internet sites:

www.jobs.ie

www.glassdoor.ie

www.jobsireland.ie

www.monster.ie

www.recruitireland.com

www.indeed.ie

Other

- Careers fairs – Gradireland Fair – Autumn and Summer Fair, plus many others.
- www.adworld.ie
- www.brandrepublic.ie
- Specialist Magazines & Publications
- Notice boards/Student email account/Lecturers
- Company Presentations

Voluntary Sector/Charities

www.activelink.ie

Voluntary Sector/Charity/NGO vacancies in voluntary sector

www.volunteeringireland.com

www.dochas.ie

Association of non-governmental development organisations

www.comhlahm.org

Volunteering opportunities

www.wheel.ie/directory

Directory of voluntary and community organisations

Unadvertised Jobs

Networking

- Job shadow/informational interviewing/work experience.
- Use help from anyone in your network – friends/family/neighbours/colleagues/friends from clubs and societies.
- Get in touch with past guest speakers.
- Utilise 'First Destination Reports' – shows where past graduates have secured work.
- Professional Bodies.
- Join Alumni Association/linkedin TU Dublin Alumni group.
- Find a mentor/keep a job hunting record.
- Utilise contacts gained from: thesis/college work, projects, dissertation, 'advertising campaign', group project/class website/blogs/employer database.
- Utilise contact made through guest lecture series/visits to agencies/previous graduates speakers.
- Attend events/conferences/short courses/trade shows/e.g. National Digital Conference, Dublin, www.businessandleadership.com (events), events in RDS, professional bodies, etc.

Contact companies directly

- Speculative applications and cold calling. Think about your offering.
- Use directories — Professional Bodies (IAPI), Irish Media Contacts Directory, www.kompass.com PRIL, Marketing Services Directory, www.mediastreet.ie – Media Street — Irish Media and Creative Business Directory), etc.
- Contact companies before holiday times – Christmas and Summer.
- Get a foot in the door.
- Contact companies with ideas of your own to assist their business/save them money.

Entrepreneurship

- Freelancing/Work experience/Self-employment/Start-Up <http://www.dit.ie/careers/studentsgraduates/interestedinselfemployment/>
- TU Dublin Hothouse - www.dit.ie/hothouse/
- Local Enterprise Office - www.localenterprise.ie
- The Digital Hub - www.thedigitalhub.com

Track companies

- Check out Labour Market trends, www.careersportal.ie, IDA, IBEC, www.tudublin.ie/careers (labour market news) New legislation/new roles.
- Search newspaper business pages online to get success stories on businesses as they are growing – TU Dublin Careers website (labour market news) e.g. politics and public affairs in Ireland and the UK.
- Check out industry award recipients.
- Check who has received funding.
- Follow target companies on facebook, linkedIn, twitter, linked-in discussion groups, e.g. politics and public affairs in Ireland and the UK.
- Award recipients – IAPI (ADFX) Awards, Media Awards, ICAD awards (creative excellence in advertising), IFTN awards, Irish Magazines Awards, All Ireland Marketing Awards.

Other proactive ideas

- Enter competitions/scholarships.
- Get work experience/internship.
- Social networking sites (facebook, twitter, LinkedIn, facebook, blog, discussion groups).
- LinkedIn (set up a profile, link to others, search for companies employees who have linkedIn profiles, advertised jobs).
- Follow target companies on facebook, linkedIn, twitter.

For more information on how to go about finding a job and job-hunting sites, see www.tudublin.ie/careers

Interviews

For more information on how to perform in interviews, see www.tudublin.ie/careers

CVs/Cover letters and applications

For information on how to put together a great CV/Cover Letter or Application, see www.tudublin.ie/careers

Useful links (e.g. Company Databases, Professional Bodies, LinkedIn Groups)

This list contains links to some of the most useful websites for your course including professional bodies and associations, employer directories, information sources and LinkedIn groups.

General websites — useful links

www.iapi.ie – Inst. of Advertising Practitioners in Ireland
www.aai.ie – Association of Advertisers in Ireland
www.asai.ie – Advertising Standards Authority of Ireland
www.nni.ie – National Newspapers of Ireland
www.oma.ie – Outdoor Media Association
www.idma.ie – Irish Direct Marketing Association
www.iia.ie – Irish Internet Association
www.publishingireland.ie — Publishing Ireland
www.carltonscreen.ie - Carlton Screen Advertising
www.ibi.ie - Independent Broadcasters of Ireland (IBI)
www.ppa.ie - Periodical Publishers Association of Ireland (PPAI)
www.ipa.co.uk - Advertising UK
www.adassoc.org.uk/aa - Advertising Association UK
www.camfoundation.com - Communication, Advertising and Marketing Education Foundation UK
www.prii.ie – Public Relations Institute of Ireland
www.mii.ie – Marketing Institute of Ireland

Careers open to all disciplines (Including 'Paths Into...' Series)

Many graduate vacancies don't require specific degree subjects as possession of a degree is taken as evidence of intellectual ability. What is more important to the potential employer is the range of transferable skills and experience you can demonstrate.

Many graduate training programmes take final year students from a wide range of disciplines, register with the [Career Development Centre's Jobsence](#) for a full list of programmes. Here is a range of career areas that are potentially open to graduates of all disciplines. It's important to note that some of these options may require further study either on the job or beforehand.

If you are considering diversifying or changing career direction a postgraduate conversion course may be a viable option.

Some examples of career areas open to students of all disciplines:

Teaching & Education
 Financial Services & Accounting
 Marketing, Advertising and PR
 Retail, Sales and Customer Service
 Banking, insurance and financial services
 Charities and voluntary sector
 Fund management/administration and investment banking
 Human resources, recruitment and training
 Management consulting
 Management, business and administration
 Media and publishing
 Public sector and civil service
 Social, community and youth

See: www.gradireland.com/career-sectors for further information

Self-Employment

Ever thought of being your own boss? Think you have an innovative product or service idea that could have commercial value? Want to commercialise your research? See www.tudublin.ie/careers

Other options (e.g. Time out, travel etc.)

Volunteering and working with communities with is a great way to gain valuable real world experience, to develop new skills, to meet new people, to do something worthwhile and to improve your employability. See www.tudublin.ie/careers

Labour Market Information

For information on the latest labour market trends See www.tudublin.ie/careers

Additional Information/Advice

For any query you might have, please do not hesitate to get in touch with us.