

Digital Marketing

Your Careers Adviser

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Skills developed in college

You have 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. Here 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
- **Cultural Appreciation**
Understanding and acceptance of different cultures, religions, economies, governments, and global issues. Appreciating the internal diversity and cross-cultural connectedness of cultures and showing curiosity and openness towards other cultures
- **Global Organisations Awareness**
Understanding of the architecture of global organisations in terms of strategy, structure, operations, logistic, human resources, financial management, creativity, innovation, change, and decision making.
- **Business Awareness**
Having an awareness of the business issues that affect specific industries and understanding the environment in which they operate in relation to stakeholder perspectives (customer, supplier, employer, employee, shareholder)

- **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 Digital Marketing graduates work include:

- Business to business
- Consumer
- Charity / Not-for-profit / NGOs
- Fashion
- Financial
- Food
- Healthcare & Medical
- Music and entertainment
- Local Authorities
- Media
- New media/Digital media agencies
- E business and E commerce businesses
- Arts
- Publishers
- Marketing / Advertising Consultancies
- In-house marketing departments
- PR Consultancies
- Political Parties
- Retail
- National & EU Government & Government Agencies
- Motor industry
- Construction & Property
- Public affairs
- Corporate Affairs

- Public sector (Education, Environment, transport, etc)
- Sport
- Technology
- Travel & Tourism
- Science, Engineering & Technology
- Celebrity/Entertainment
- Event Management
- Hospitality

For sector information see:

www.gradireland.com

www.careersportal.ie

www.prospects.ac.uk

www.targetjobs.co.uk

Advertising/PR:

- Account Executive
 - Account Director
 - Account Manager
 - Media Planner
 - PR Consultant
 - Media Buyer
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- Teaching
-
- Consultancy/Self-employment

For occupational 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 Digital Marketing graduates include:

- Digital Marketing Specialist (Social, Mobile, Analytics, Cloud)
- Affiliate Marketing
- SEO Executive
- Social Media Manager
- Content Web Manager
- Digital Adviser, on-line banking
- Digital Analyst
- Analytics Consultant
- Social Media Analyst
- Search Engine Marketing
- Blogger
- Marketing Technologist
- Marketing Analyst
- Marketing Researcher
- Research Project Manager
- Marketing Manager
- Marketing Assistant/Executive
- Brand Manager
- Campaign Specialist
- Marketing Promotions
- Digital Content Developer
- Digital Agency Account Manager
- Web Manager
- E-Commerce Manager
- PPC Search Manager

Employers who have recruited in your area

Some companies who have recruited Digital Marketing graduates:

- Deloitte
- EBS
- Eircom
- Enterprise Ireland
- Enterprise Rent- A- Car
- Eisner Amper
- Ernst and young
- IBEC (Ibec Global Graduates Programme)
- International Fund services
- Invesco Ltd
- Irish Distillers (Jameson)
- Irish Times
- Glanbia
- Grant Thornton
- Jameson
- KBC Bank
- Kepak
- Kerry Group
- Kingspan
- KPMG

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

Company Websites - Immediate vacancies and Internships

www.tudublin.ie/careers

www.indeed.ie – Ireland

UK websites for opportunities/resources:

www.socialwebthing.com, campaignlive.co.uk, marketingweek.co.uk, mediaweek.co.uk, thedrum.co.uk, revolutionjobs.co.uk (digital jobs), (http://jobs.guardian.co.uk), jobhopper.co.uk, sourcethatjob.com, creativepool.co.uk, bubble-jobs.co.uk/digital-marketing
Marketing communication service worldwide - www.wpp.com – (advertising, public affairs, PR, marketing worldwide)

Marketing/PR :

Marketing communication service www.wpp.com – (advertising, public affairs, pr, marketing worldwide), digitalmarketingjobs.ie, [mondotimes](http://mondotimes.com) (worldwide), marketing grad programmes www.ibec.ie/eop, Irish Distillers, etc. UK PR Grad programmes – www.socialwebthing.com, & Careers Handout on PR Grad Programmes UK

Teaching jobs:

educationcareers.ie, educationposts.ie, research opps: euraxess.ie, heanet.ie, jobs.ac.uk, VEC: ivea.ie, eduation.ie, (English Language Assistant scheme – 5 countries (Austria, France, Germany, Italy, Spain)

Other

- Careers fairs – Gradireland Fair – Autumn and Summer Fair, plus many others.
- Notice boards/Student email account/Lecturers
- Company Presentations
- Specialist Magazines e.g. Brandrepublic.ie, adworld.ie, PR week (UK) magazine

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.comhlamh.org

Volunteering opportunities

www.wheel.ie/directory

Directory of voluntary and community organisations

Unadvertised Jobs

Networking

- Job Shadow/Informational Interviewing/work experience
- Networking – who is in your network?
- Professional Bodies,
- Social networking sites (facebook, twitter, LinkedIn, Facebook, Blogs, discussion boards)
- Attend events, e.g. National Digital Conference, Dublin, Digital Learning Festival – May, Businessandleadership.com (events), Meet up groups, e.g. 'Tech for good - Dublin'
- Businessandleadership.com (events)
- Get in touch with guest speakers
- Thesis / College projects/Placement/Site visits/guest speakers
- TU Dublin Societies e.g. Marketing Society
- First Destination Reports
- Join Alumni Association/Linked-in TU Dublin Alumni group

Contact companies directly

- Speculative applications + cold calling. Think about your offering
- Contact organisation with ideas (ways to reduce costs, make them more money, speed up R+D, Your Unique Selling Point)
- Utilise directories – Marketing Institute, Marketing Services Directory, Public Affairs Ireland, PRIL, Kompass.com, Irish Media Contacts Directory, Marketing Services Directory, Kompass.com, Irish Media Contacts Directory, Creative Ireland Directory, <http://www.thedigitalhub.com/companydirectory>, www.mediastreet.ie – Irish Media and Creative Business Directory, www.techireland.org – list of tech companies

Track companies

- Check out Labour Market trends, ilo.org (Intl Labour Organisation, www.careersportal.ie, IDA, IBEC
- Search newspaper business pages on-line to get success stories on businesses as they are growing – TU Dublin Careers website (labour market news)
- Industry award recipients: All Ireland Marketing Awards, IAPI (ADFX) Awards, Media Awards, ICAD awards (creative excellence in advertising), IFTN awards, etc.
- Best Workplaces in Ireland (download on gradireland.com)
- Follow target companies on facebook, linked-in, twitter
- Think of small companies not just big brands

Other proactive ideas

- Enter competitions / scholarships
- Consider alternative/related roles
- Think of small companies/brands not just big names

For more information on how to go about finding a job and job-hunting sites, [See www.tudublin.ie/careers](http://www.tudublin.ie/careers)

Interviews

For more information on how to perform in interviews, [See www.tudublin.ie/careers](http://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](http://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

General Websites

- [World-wide Business Directory - www.kompass.com](http://www.kompass.com)
- [Working abroad \(country profiles\) - www.prospects.ac.uk/country_profiles.htm](http://www.prospects.ac.uk/country_profiles.htm)
- [Yellow and White pages directories from around the world - www.superpages.com/global/](http://www.superpages.com/global/)
- [Specialists in Student Travel - www.usit.ie](http://www.usit.ie)
- [Working abroad \(country profiles\) www.targetjobs.co.uk/careers-advice/working-abroad](http://www.targetjobs.co.uk/careers-advice/working-abroad)
- [www.mii.ie – Marketing Institute of Ireland](http://www.mii.ie)
- [www.idma.ie – Irish Direct Marketing Association](http://www.idma.ie)
- [www.cim.co.uk – Chartered Institute of Marketing, UK](http://www.cim.co.uk)
- [www.camfoundation.com - Communication, Advertising and Marketing Education Foundation UK](http://www.camfoundation.com)
- [www.iapi.ie – Inst. of Advertising Practitioners in Ireland](http://www.iapi.ie)
- [www.aai.ie – Association of Advertisers in Ireland](http://www.aai.ie)
- [www.oma.ie – Outdoor Media Association](http://www.oma.ie)
- [www.prii.ie – Public Relations Institute of Ireland](http://www.prii.ie)
- [www.icad.ie – Institute of Creative Advertising and Design](http://www.icad.ie)
- [www.creativeireland.com – Job desk, directory of web designers, discussion forums](http://www.creativeireland.com)
- [www.asai.ie – Advertising Standards Authority of Ireland](http://www.asai.ie)
- [www.iaa.ie – Irish Internet Association](http://www.iaa.ie)
- [www.i-cando.ie/ - Global Digital Skills Foundation](http://www.i-cando.ie/)
- [www.theidm.com – Institute of Direct and Digital Marketing](http://www.theidm.com)
- [www.i-cando.ie/ - Global Digital Skills Foundation](http://www.i-cando.ie/)
- [www.theidm.com – Institute of Direct and Digital Marketing](http://www.theidm.com)

[There are many other relevant groups on LinkedIn – do a keyword search and request to join those of interest to you](#)

Some examples of LinkedIn Groups/online forums: [digitalmediajobsnetwork](#)

• [Forums: digitalmediaforum.net, creativeireland.com, forums.frontier.co.uk, http://www.techrepublic.com/forums/, etc.](#)

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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

For further information see: [www.gradireland.com/career-sectors](#)

Further Study

Are you considering further study or training? See [www.tudublin.ie/careers](#) for comprehensive information

Conversion courses

Some graduates find that their primary degree did not meet their expectations, either vocationally, academically or personally, and seek change career direction. Conversion courses offer the opportunity to diversify into another chosen career area while meeting the necessary entry requirements for that discipline. However, it should be noted that this is not the case for all disciplines e.g. disciplines such as science and engineering will require an undergraduate degree in that discipline.

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. For more details, 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.