

A CAREER IN MARKETING

MS NIKKI BROWN, HEAD OF MARKETING, EDM EUROPE

WHAT IS YOUR PERCEPTION OF MARKETING?

Marketing.



What our friends think we do.



What our parents think we do.



What society thinks we do.



What our clients think we do.



What we think we do.



What we really do.

MARKETING TODAY IS NOT WHAT IS WAS 10 YEARS AGO...

Graphic Designer

SEO Analyst

Campaign Manager

Digital Specialist

PR Manager

Advertising Specialist

Marketing Assistant

Internal Communications

Brand Manager

Content Marketing Manager

Marketing Director

Chief Marketing Officer

Social Media Manager

Market Research Analyst

Marketing Automation
Specialist

CRM Coordinator

E-Commerce Manager

Director of Communications

Website Administrator

HOW TO START A CAREER IN MARKETING

Qualifications – Business Studies, Marketing Degree, CIM qualifications

Relevant work experience – Product > Marketing, or Marketing > PR, or PR > Marketing, or Sales > Marketing

Interests – Writing, Photography, Social Media

MY CAREER PROGRESSION





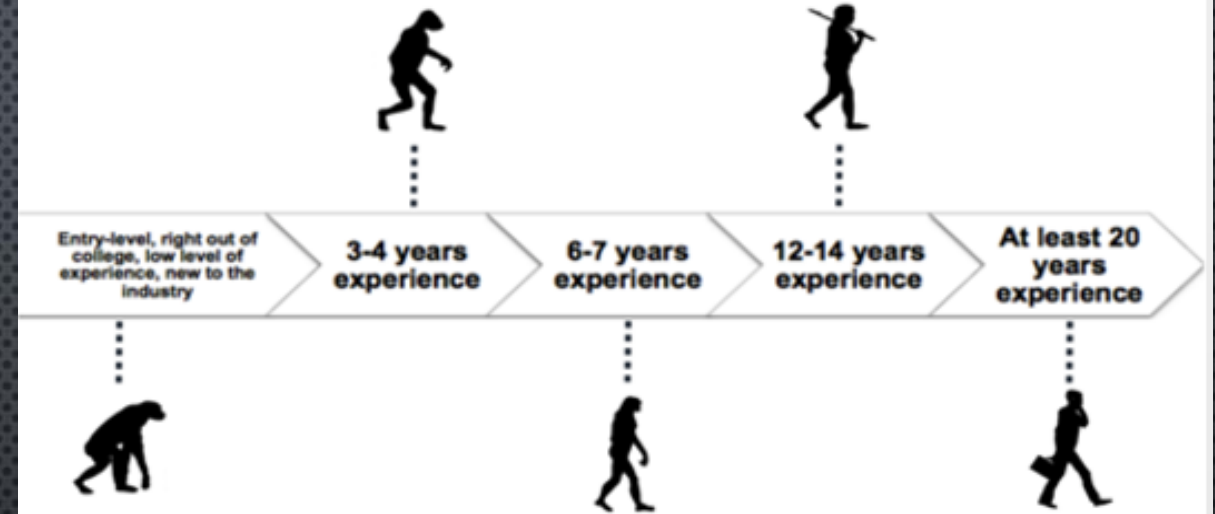
THE EVOLUTION OF A CAREER IN MARKETING

What does it look like to progress through different positions in a marketing career?

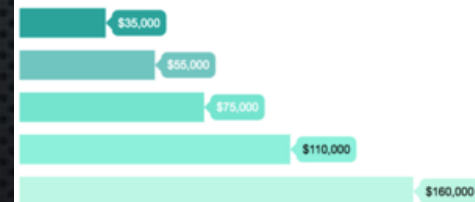


Level	Specialist/ Coordinator	Manager	Director	VP	★ C-Suite ★
Responsibilities	Manage a wide range of marketing processes	Establish and maintain marketing strategies	Focuses on marketing strategy	Promote the company's products and services	Responsible and the head for all areas of marketing
	Perform a variety of duties and interact with multiple departments	Evaluate market conditions, data on customers and competitors in order to implement marketing changes	Look at realistic market segments to target and show fulfillment of business goals	Work with the heads of other departments and aim to be superior to the competition	Oversee planning, development & execution of all initiatives
	Create position to learn all about the different aspects of marketing	Plan, direct and coordinate marketing policies	Increase purchase intention and excitement of prospective customers	May interview, hire, and train staff and act as a spokesperson for the company	Generate revenue through successful marketing
Technical Skills 75%		Leadership Skills 75%			

How Long Will This Take Me?



What Will My Salary Look Like?



B2B OR B2C? IN-HOUSE OR AGENCY?

B2C Buyer = Larger target market, emotional, single person, single step, fast sales cycle

B2B Buyer = Smaller/ niche market, focussed on features, multiple purchasers, multiple steps, longer sales cycle,

Agency: More specialised roles, lots of different clients

In-house: Often broader involvement across all areas, focus on one brand, more personal investment, quicker to rise in position

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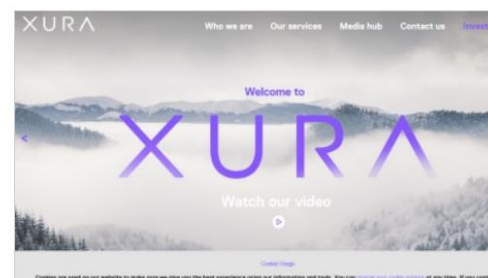
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Introducing Xura - Comverse & Acision Combined New Next-Generation Digital Technology Provider

9 September 2015
Ray Sharma
☆☆☆☆☆ (0 votes)

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Introducing **Xura** - a new born company and brand name that will combine both Comverse's and Acision's entities. The formation of the new entity follows Comverse's acquisition of the Acision Group, a leading Platform Provider. As part of its strategy to expand its digital services leadership across messaging and voicemail services, Xura is positioned to serve enterprises across the globe to address the ever-changing market and



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Meters

eat sleep code repeat

4.7 BILLION WEBRTC CAPABLE

European Strategy 2018-2023

The road to Europe - surge to market plan

Ireland

Category	Current Status	Target Status
5G	Not available	Available by 2023
4G	Available	Available
3G	Available	Available
2G	Available	Available
1G	Available	Available

EDMI

Industry News

Welcome to our new weekly Industry News Roundup, bringing you the latest industry news articles across Europe, as well as the latest EDM updates.

UK & Europe Industry News

- More than 200 million European households will have smart meters in 2023 Read more
- E.ON Germany chooses Comver Broadband over Powerline Technology for their smart metering rollout Read more
- Swiss scientists to create smart power-consuming building Read more
- UK Power Networks and Open Utility to trial energy trading platform Read more
- Operators set for \$33 billion windfall from NB-IOT and LTE-M by 2022 Read more
- Pin Six firms race smart for customer acquisition Read more

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