

A CAREER IN MARKETING

MS NIKKI BROWN, HEAD OF MARKETING, EDM I 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





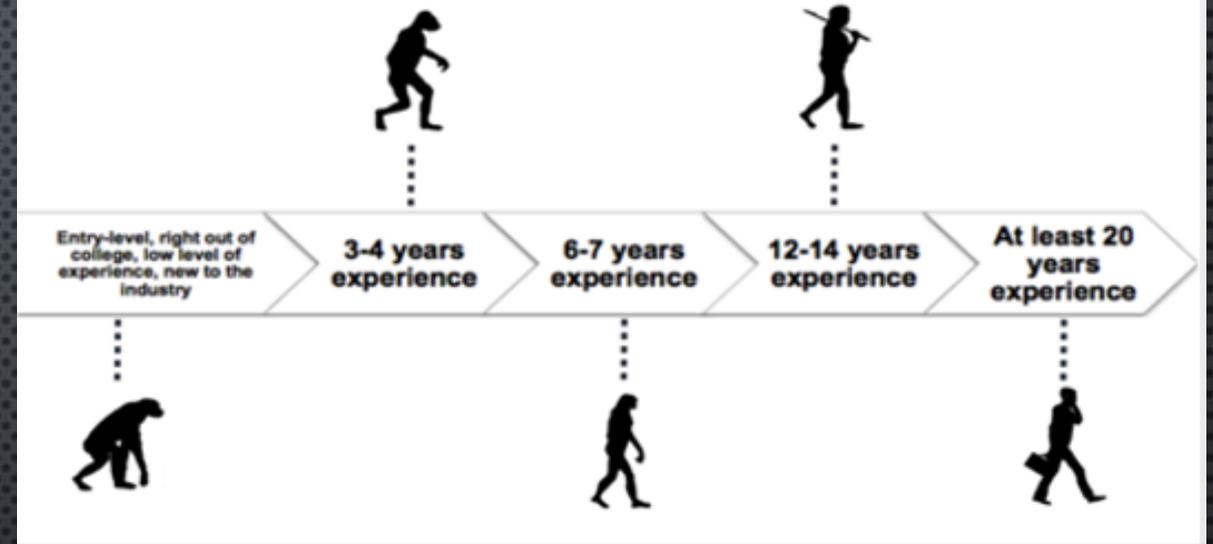
THE EVOLUTION OF A CAREER IN MARKETING

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

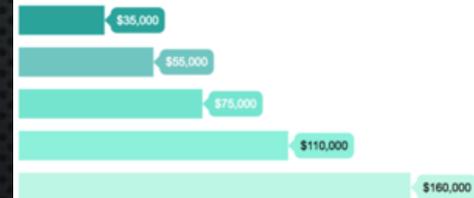


Level	Specialist/Coordinator	Manager	Director	VP	C-Suite
Responsibilities	<p>Manage a wide range of marketing processes</p> <p>Perform a variety of duties and interact with multiple departments</p> <p>Create position to learn all about the different aspects of marketing</p>	<p>Establish and maintain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

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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NEWS BLOG FORUM INSIGHTS QUICK INFO DIRECTORY EVENTS JOBS WHITE PAPERS

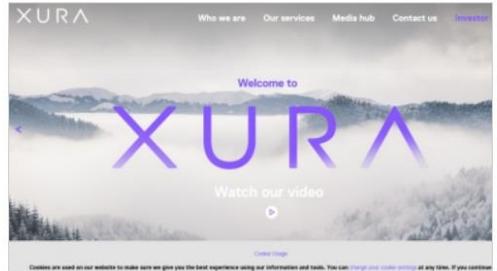
MARKET TRENDS TECHNOLOGY PAGES SERVICES & INNOVATIONS Devices/Wearables

Introducing Xura - Converse & 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 Converse's and Acision's entities. The formation of the new entity follows Converse'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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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
- Fin. Serv. firms rated more for customer satisfaction Read more

European Strategy 2018-2023

The road to Europe - surge to market plan

Customers in Europe across smart metering, smart meters, smart grids, smart buildings, smart cities, smart homes, smart mobility, smart energy, smart infrastructure, smart manufacturing, smart retail, smart transport, smart utilities, smart water, smart waste, smart energy, smart buildings, smart cities, smart homes, smart mobility, smart energy, smart infrastructure, smart manufacturing, smart retail, smart transport, smart utilities, smart water, smart waste, smart energy.

Country	Key Accounts	Market Status
Germany	EnBW, E.ON, Vattenfall	Active
France	EDF, Engie, IEG	Active
Spain	Enxora, Iberdrola, Naturgy	Active
Italy	Enel, Eni, E.ON	Active
UK	British Gas, E.ON, Octopus Energy	Active
Netherlands	Enex, Enexio, Enexor	Active
Belgium	Enex, Enexio, Enexor	Active
Austria	Enxora, Enxora, Enxora	Active
Sweden	Enxora, Enxora, Enxora	Active
Denmark	Enxora, Enxora, Enxora	Active
Poland	Enxora, Enxora, Enxora	Active
Czech Republic	Enxora, Enxora, Enxora	Active
Slovakia	Enxora, Enxora, Enxora	Active
Slovenia	Enxora, Enxora, Enxora	Active
Croatia	Enxora, Enxora, Enxora	Active
Serbia	Enxora, Enxora, Enxora	Active
Bulgaria	Enxora, Enxora, Enxora	Active
Romania	Enxora, Enxora, Enxora	Active
Greece	Enxora, Enxora, Enxora	Active
Turkey	Enxora, Enxora, Enxora	Active
India	Enxora, Enxora, Enxora	Active
China	Enxora, Enxora, Enxora	Active
USA	Enxora, Enxora, Enxora	Active
Canada	Enxora, Enxora, Enxora	Active
Mexico	Enxora, Enxora, Enxora	Active
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Monaco	Enxora, Enxora, Enxora	Active
Vatican City	Enxora, Enxora, Enxora	Active
San Pedro and Paul Islands	Enxora, Enxora, Enxora	Active
Christmas Island	Enxora, Enxora, Enxora	Active
Cook Islands	Enxora, Enxora, Enxora	Active
Fiji	Enxora, Enxora, Enxora	Active
French Polynesia	Enxora, Enxora, Enxora	Active
Guadeloupe	Enxora, Enxora, Enxora	Active
Martinique	Enxora, Enxora, Enxora	Active
Mayotte	Enxora, Enxora, Enxora	Active
Reunion	Enxora, Enxora, Enxora	Active
Wallis and Futuna	Enxora, Enxora, Enxora	Active
French Southern Territories	Enxora, Enxora, Enxora	Active
Germany	Enxora, Enxora, Enxora	Active
France	Enxora, Enxora, Enxora	Active
Spain	Enxora, Enxora, Enxora	Active
Italy	Enxora, Enxora, Enxora	Active
UK	Enxora, Enxora, Enxora	Active
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