



Marketing & PR

The mouthpiece for retailers, marketing & PR departments are responsible for the development and promotion of the business and brand to the world.



Marketing & PR executives work together with outside media and advertising companies to plan, launch and coordinate national campaigns on radio, TV, online and in print media. Internally, the team works closely with other departments to create consumer profiles that can be used to plan localised advertising campaigns and in-store promotions. This can include everything from designing packaging and labels to the colours of posters.

Predominantly desk-based in head office, departments also spend time on site, gathering the information and looking at campaigns in action, all of which is vital in familiarising the team with the consumer.

Good time management and a thorough knowledge of the industry and current media trends is essential, as is confidence, creativity and the ability to make decisions quickly. Marketing & PR teams work to tight deadlines and need to be able to handle pressure. Competition for work in these departments is fierce, but successful entrants get to see the culmination of their work in the most public of places.

What can you earn?

Graduate trainees' starting salaries are around £25,000. A marketing director of a large retailer can expect up to £100,000 per year.

Routes in (click for links):

Retail Apprenticeships (England, Wales, NI) Modern Apprenticeships (Scotland)
Diploma in Retail Business (England from 2010)
Job websites (UK): in-retail, Total Jobs, retailcareers, jobsinretail, RetailChoice
National Skills Academy for Retail skills shops (England)
Graduate recruitment schemes in retail marketing (UK-wide)
Retail marketing courses at university and colleges throughout the UK