

## What are advertising agencies looking for?

For Graduates, advertising is seen to be one of the most difficult professions to get in to. Landing your first job in an advertising agency can be challenging. Hardly a day goes by without a student asking me for advice about how to get into the business. Having enjoyed my own agency career, I am always happy to provide guidance on what will help them get their first job in an agency. Here is some advice I give to my students.

First, show them you are passionate about advertising. The agency needs to know this is what drives you and what you want to do more than anything else in the world. So show them. They need to see a CV that is relentless about pursuing a career in the business. Competition is tough and you need to demonstrate you are more passionate than other candidates. Show them that even if you haven't landed the dream agency job yet, you love working in the business. Look at internships where available, if not try volunteering. Charities, arts centres or other good causes are usually keen for volunteers to help with their advertising. It's all relevant work experience and it all shows passion.

Read the trade press; Campaign, Marketing and Marketing Week. If you are passionate about a career in the industry you will be reading these anyway.

Second, Research. Whatever role you are looking for in an advertising agency, you will need good research skills. Agencies will be keen to see you are able to undertake research, so show them. Track new business gains in the press (Campaign Magazine), find out the name of the Account Director and write to them asking if they need a trainee on the account they have just won. They may not, but it shows initiative. Research listed jobs on Brand Republic jobs. They regularly have Graduate entry jobs. Analyse the skills they are asking for and ensure your CV reflects what this. Those Graduates who are passionate about getting into advertising scan the recruitment ads every day. These will be the ones that get the jobs.

Third and most importantly show creativity. Agencies want creative people, individuals that are original and have fresh ideas. You need to stand out as a creative person. Make sure your CV shows you are creative. Think about activities you have done outside your studies which show creative flair? Have you organised any events within your university that demonstrate creative ability? Creativity is an agency's business and you need to give evidence of why you should be working alongside other creative minds.

Getting your first job in advertising can seem challenging. Agencies are looking for the brightest, most passionate and creative Graduates. If you do your research properly there's no reason why that dream agency job can't be yours. If your career in advertising is half as exciting as mine was then it will be worth the effort. Good luck.

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