

# Marketing Career Development

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## Employment Resources

There is no shortage of avenues to job postings. The problem is to compete against the incoming flood of applications and resumes from dozens or even hundreds of others who aspire to be employed in the same position. Of course, the more specialized and developed the skills you have to offer, then the better chance you have of standing out in the stack.

Another tactic is to sidestep the typical employment process and connect directly with the decision-makers who may help you navigate the help-wanted labyrinth, or—given the right set of circumstances—even create a position just to match your specialized abilities.

First, you may want to do a scan of the sorts of companies and positions seeking what you have to offer. Here are a few sample employment boards to investigate:

The screenshot shows the CareerBuilder website interface. At the top, there's a navigation bar with options like 'My CareerBuilder', 'Find Jobs', 'Job Recommendations', 'Post Resumes', and 'Advice & Resources'. Below this, there's a search bar with 'All Jobs' selected. A form allows users to enter their email and choose notification frequency (Daily or Weekly). The search results section shows '1 - 25 of 1,666 jobs found'. A 'Narrow Search' section allows filtering by Category, Company, City, and State. The 'Search Results' table lists three job openings:

Job Title / Description ( show titles only )	Company	Location	Posted
<b>Marketing &amp; Sales Firm Seeking Entry Level Business Consultant</b> Job type: Full-Time BBC, Inc. in Kennesaw Atlanta is offering full training for a sales and marketing opportunity that can become a professional career. We are currently... View full job description Save to MyCareerBuilder Email to a friend	BBC, Inc	GA - Atlanta	Today
<b>Entry Level -- 8 POSITIONS -- FILLING IMMEDIATELY</b> Job type: Full-Time Entry Level -- 8 POSITIONS -- FILLING IMMEDIATELY Degree...No Experience? Experience... No Degree? We are expanding and are looking for 8... View full job description Save to MyCareerBuilder Email to a friend	IMMEDIATE HIRE	NJ - Haddonfield	Today
<b>Customer Service Experience- We train for sales/marketing!</b> Job type: Full-Time Candidates with backgrounds in retail, customer service and hospitality thrive in our customer oriented environment. MGA Phoenix is looking for... View full job description Save to MyCareerBuilder Email to a friend	MGA Business Consulting	AZ - Phoenix	Today

CareerBuilder: <http://www.careerbuilder.com>





what:  where:

job title, keywords or company city, state, or zip

[Find Jobs](#)

marketing jobs

Sort by: **relevance** - [date](#)

Salary Estimate

- \$20,000+ (249781)
- \$40,000+ (161646)
- \$60,000+ (90212)
- \$80,000+ (51194)
- \$100,000+ (28669)

- ▶ Title
- ▶ Company
- ▶ Location
- ▶ Job Type
- ▶ Employer/Recruiter

Jobs 1 to 10 of 266,476

Tip: Enter your zip code in the "where" box to show results in your area.

**Manager, Territory Sales-Financial Services Job** Sponsored Jobs  
 Informatica ★★★★★ [3 reviews](#) - Baltimore, MD  
 detailed sales/marketing plans and maximizing sales... to the following: - Develop detailed sales/  
 marketing plans and sales forecasts - Manage time and work...  
 Informatica Corporation - 30+ days ago

**Territory Account Manager - Enterprise Sales - West Job**  
 Informatica ★★★★★ [3 reviews](#) - St. Louis, MO  
 detailed sales/marketing plans and maximizing sales... to the following: - Develop detailed sales/  
 marketing plans and sales forecasts - Manage time and work...  
 Informatica Corporation - 22 days ago

**Patient Care Coord/Bus Dev Rep** - new  
 Hospice of Palm Beach County, Inc. - West Palm Beach, FL  
 A well-suited candidate can react and adjust quickly to changing conditions and come up with  
 practical ideas for dealing with them...  
 Hospice of Palm Beach County, Inc. - 1 day ago - [save job](#) - [block](#) - [email](#) - [more...](#)

**Associate** - new  
 Guggenheim Partners, LLC. - New York, NY  
 Assist fund marketing resources as needed. Located in New York office. Must successfully  
 pass a background check...  
 Guggenheim Partners, LLC. - 2 days ago - [save job](#) - [block](#) - [email](#) - [more...](#)

**Community Relations Coordinator** - new  
 St. Lukes Baptist Hospital - San Antonio, TX  
 Demonstrates accountability for and contribution to program development, quality improvement,  
 problem solving and productivity enhancement in a flexible...  
 Baptist Health System, San Antonio, Texas - 1 day ago - [save job](#) - [block](#) - [email](#) - [more...](#)

Indeed: <http://www.indeed.com>

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marketing Any Skills or Keywords in Any Location [Advanced Search](#) [Browse Jobs](#)

[Sign in with facebook](#) [Find your inside connections](#) [Find jobs in your network](#)

1,000+ Marketing jobs matched your search

Advanced Search Sort by relevance ▼

**AT&T PR/Marketing Jobs**  
 Help us manage one of the world's most recognized brands. Apply now.  
 See all Opportunities  
 Featured Employer

**Senior Director, Category Management & Marketing (430-102212...** Bentonville, AR  
 TracFone Wireless See who you know  
 Today

**Sports Minded - Marketing / Advertising/ Sales** Cleveland, OH  
 Global Media Acquisitions See who you know  
 Today

**ENTRY LEVEL MARKETING WITH GROWTH POTENTIAL \*\*\* Paid Trainin...** Lexington, KY  
 Victory Marketing Group See who you know  
 Today

**Send Me Jobs**  
 We'll keep looking and send you new jobs that match this search. It's that simple!  
[Email me Jobs](#)

Exclusively for Keller students.  
  
[Learn More](#)  
**Keller** | DeVry University  
 Graduate School of Management

[Life Changes Fast. Is Your Career Keeping Pace?](#)

Monster: <http://www.monster.com/>

Saylor URL: [www.saylor.org/bus203#7.2](http://www.saylor.org/bus203#7.2)

The Saylor Foundation



Spend an hour or so visiting these pages; perform a search for *marketing* positions; and get an idea of the sorts of positions available, what industries are hiring, what skills they seek, and where they are located. You may even post your resume and apply for positions, but try not to get overwhelmed or discouraged by the process.

Another tactic is to attempt to develop a relationship with a manager, vice president, or other well-placed contact in a desired company or organization. Research everything you can: what is the company's history? Where did your contact go to school, what have they written, and what projects have tackled? Write your contact a message expressing interest in his or her works, ask questions about his or her success, and request advice. You are not looking for a job at this point, but you are looking to build a relationship. It is even better if the company has no job openings, because you are not competing against anyone. When an opening comes along, you may have established a relationship with a key contact, and he or she may be happier to hire someone he or she already knows.

An important item to keep in mind about employers and hiring is they are likely to be as apprehensive about the selection process as you are. They are putting themselves on the line with their hiring decision, especially for a position so out-front as a marketing representative. They are inviting a stranger into their home, and that is just plain scary. It is much easier to hire someone than it is to get rid of them. Appreciate their apprehensions, and try to shine as you attempt to assuage their own concerns with reasons why you are the perfect fit (if indeed you are).

### *Internships*

Internships are a valuable tool for career development. They allow you to learn valuable skills while putting them to practical use in the field, to demonstrate your abilities in a low-stake position while making useful connections, and to decide if it is really the kind of work you want to dedicate your life to anyway. There are many examples of well-known and successful former-interns, including Bill Gates and Oprah Winfrey.

Most job boards will allow you to search for *internship* positions. Many company websites will announce internship opportunities. You can also offer yourself as an intern directly to a key contact within an organization. There are some websites that specialize in connecting applicants with internship openings, such as [InternshipPrograms.com](http://InternshipPrograms.com). On the website below, spend an hour researching for internship opportunities by field (e.g. marketing), employer, and location.

INTERNSHIPS    CANDIDATE    EMPLOYER

Search by industry/field, employer, or position    Search by location    Search

Browse internships

Browse by employer    Browse by field  
 Browse by location    Browse by date

Recently added internships

INTERNSHIP TITLE	COMPANY	LOCATION
Communication Intern	ActionAid Denmark	District Of Columbia
Brand Management Associate at Le Chapeau (MIA)	Le Chapeau (MIA) by ALAKAZIA, LLC	California
Students Teaching and Researching Internship	Marine Science Consortium	Virginia
MARKETING AND CREATIVE GRAPHIC DESIGNER/WEB DEVELO	Elite Bank Card and Merchant Services	Michigan
Lifebeat Intern - Special Project- Dec - Jan	Lifebeat, Music Fights HIV&AIDS	New York
Marketing Data Management Internship Position	Language	Massachusetts

Top 10 internships

- Entertainment Marketing and PR – Paid Internship!
- Intern in a funky professional atmosphere!
- Marketing Development Internship
- Executive Intern
- Publishing Internship: Advertising Dept.
- Intern in Children's Ministry in Las Vegas, NV
- Financial Intern
- Fashion, Music, Lifestyle, and Entertainment
- Student Entrepreneur Internship
- Moderne Communications Business Development Role

Internship Programs: <http://www.internshipprograms.com/>

As you arrange your internship position, there are a number of useful tips you might keep in mind:

- Negotiate a good title for your resume:** for example, rather than intern, try project coordinator, events manager, or outreach director.
- Investigate if the field is a good career fit:** check the company out, while the company is considering you. Is this what you want to dedicate your life to?
- Develop industry and company connections:** the most valuable payoff is the people you meet, the references you gain, and the leads you get.
- Be low maintenance, observe, and contribute:** many managers may dislike interns; interns sometimes take more work to manage than they give. Don't do that.
- Treat it as a real job:** always give your best; you never know who is watching.

- **Volunteer for a non-profit:** it can be more interesting work, offering a greater diversity of assignments and having less pressure to generate revenues.

### *International Careers*

All the above suggestions and resources apply to a career in the global marketplace as well, especially if you can bring multilingual and cross-cultural skills to the table. Beyond the regular abilities required for a position in any field, you may be able to expand your resume offerings in critical ways: do you speak a foreign language? Do you have overseas experience? Do you have an especially suitable background (e.g. language skills plus a degree in management)? Have you worked with non-profits (overseas development jobs are abundant)? Have you managed international multicultural employees?

The database below provides contact information for a number of international organizations, as well as links to their *about* and *employment* pages. This resource is especially useful for practitioners who hope to apply their marketing skills to government work, social marketing, and development programs. Please spend an hour scanning through the database entries on each organization, its mission, and its geographical range of activity.

## **Transnational Organizations**

Database maintained by **Steven R. Van Hook**  
[Worldwide Multicultural Research](#)

<b>Organization</b>	<b>American Councils for International Education</b>
<b>Country</b>	USA
<b>Website</b>	<a href="http://www.americancouncils.org/home.asp?PageID=1">www.americancouncils.org/home.asp?PageID=1</a>
<b>Jobs</b>	<a href="http://www.americancouncils.org/employment.p">http://www.americancouncils.org/employment.p</a>
<b>Description</b>	American Councils for International Education: ACTR/ACCELS is an international non-profit organization working to advance education, research, and mutual understanding across the United States, Canada and the nations of Southeastern Europe, Eurasia, and South Asia.
<b>Organization</b>	<b>Amnesty International</b>
<b>Country</b>	UK
<b>Website</b>	<a href="http://www.amnesty.org/">www.amnesty.org/</a>
<b>Jobs</b>	<a href="http://web.amnesty.org/jobs">web.amnesty.org/jobs</a>
<b>Description</b>	AI's mission is to undertake research and action focused on preventing and ending grave abuses of the rights to physical and mental integrity, freedom of conscience and expression, and freedom from discrimination, within the context of its work to promote all human rights.
<b>Organization</b>	<b>Asia-Pacific Economic Cooperation (APEC)</b>
<b>Country</b>	Singapore
<b>Website</b>	<a href="http://www.apec.org/">www.apec.org/</a>
<b>Jobs</b>	<a href="http://www.apec.org/About-Us/Policy-Support-">http://www.apec.org/About-Us/Policy-Support-</a>
<b>Description</b>	Asia-Pacific Economic Cooperation, or APEC, is the premier forum for facilitating economic growth, cooperation, trade and investment in the Asia-Pacific region.

Database of Transnational Organizations: <http://wwmr.us/support/transorgs/transorgs.html>

*Summary:*

- There are many employment boards (e.g. Careerbuilder.com, Monster.com, and Indeed.com) that list job openings and allow resume postings, though it is easy to get overwhelmed and discouraged by the process.
- It is possible to find job openings by connecting directly with key managers and decision-makers within a chosen organization.
- Employers are also apprehensive about the hiring process; strive to become a perfect fit for their needs.
- Internships are a useful opportunity to develop your skills, demonstrate your abilities, develop key contacts, and try out a field to see if it fits.
- International careers can be exciting and fulfilling. To appeal to international employers, develop valuable skills such as foreign language proficiency, cross-cultural abilities, on-site country experience, and project management.