

# The most In-Demand jobs in the Professional Services Sector: Advertising, Public Relations and Marketing

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## 1. Introduction to the Sector

Advertising, Public Relations and Marketing are part of the sector called business services which includes all the activities designed to support the companies in their tasks, to promote their competitiveness. The sub-sector at hand, this have a common denominator with the purpose to develop different types of communication that can be useful for the companies. According to the function on the type of communication we can divided into three areas:

- **Advertising:** includes all the communication activities to promote an increase in the consumption of a particular product or service, such as advertising campaigns in different mass media, marketing promotional activities are aimed to specific groups

- **Public Relations:** includes activities designed to promote the appropriate connection of the company with the environment (consumers, other companies, institutions...). Includes, among others, crisis team, corporate social responsibility (CSR), the protocol or organizing events.

- **Marketing:** includes all activities aimed to responding to the latent customers demands in different products and services, while looking for the company's benefit. Activities are signing up , such as design of marketing strategies (promotional, relational or social) as well the market research.

It must be taken into account that the diversity of the activities in this sub-industry have been developed for multiple vendors, such as, advertising agencies, media centers, design studios of visual identity corporative, public relations agencies, agencies, marketing consulting and internal departments of their own companies or by independent professionals (freelance).

## 2. Current Environment

**Global Trends:** This sector is highly sensitive to changes in the economic and social context, so publicity forecasts depend on the situation of each market.

In those which are in a better position, such as Germany or UK, will be increased in advertising revenues, 1.2% and 1.9%, according to the specialist web "Marketing Director". Rather, countries such as France or Italy, in a uncertain economic situation, the trend is negative.

On the other hand, it is registered a change in terms of activities advertising demanding: the industries of telecommunications, technology and electronics become the main consumers of this services, replacing other sector such as automotive or retail companies.

**Spain:** As another countries in Europe, the economic crisis has affected the activity of the industry. Further fall was registered in 2013 of investment in advertising around 5.8% from last year. The result has been a decreasing in the number of advertising companies and market research studies, as well as the contribution of this industry in Spanish GDP, according the latest available information, representing 2.7%. The occupation in 2013 decreased 4% the number of professionals who worked in the industry, over the previous year. However, not all the news have this character: the advertising industry is presently undergoing changes from the emergence of news channels. So, Internet accounts a significant investment, as opposed to conventional media such as television or news press. Mobiles devices are becoming more important as advertising support and point out a new trend

**Catalonia:** Although Catalonia has performed a prominent role concentrating around 40% of advertising investment, carried out in Spain, in the last years the sector has decreased its weigh into the Catalan economy. This is mainly the current economic situation, but also is exacerbated by companies in the industry which have moved their headquarters for the purposes of being closer at the centres decision of their customers. Remarkable is to mention that this trend is not extended to the marketing field, which count on positives forecasts also related to an increase in professional recruitments needs.

Advertising, PR and Marketing Indicators	Contribution to Spanish industrial Gross Domestic Product <sup>(1)</sup>	Employed population in Spain <sup>(2)</sup>	Number of companies in Spain <sup>(3)</sup>
	2,71% (2012)	85.400 (first quarter 2014)	34.556 (2013)

(1) Estudio AMES. Infoadex – Asociación de Marketing España / Infoadex

(2) Datos del EPA - Instituto Nacional de Estadística (INE)

(3) Instituto Nacional de Estadística (INE)

### 3. Key Sectorial Trends

#### Sectorial Trends

	<p><b>Multi-channel</b></p>	<p>The development of new technologies and the philosophy of 2.0 channels have created new ways of communication between companies, their audience and their customers. Increasingly, the company's strategies are orientated towards and advertising model 360° which identifies specific actions for different channels (webpages, social networks, applications, search engines...)</p> <p>Internet is very important as a way to publicize and promote a company or their products, and this fact increases the advertising investment on this channel. The growing importance of the social networks has introduced a new stage in the publicity world, characterized by the customers of a brand become the main promoters of their strengths and distinctive features. On the other hand, the emergence of virtual clubs or groups has offered to less known brands in the market to advertise and launch attractive promotions to potential customers.</p> <p>The popularity of the smartphones with increased broadband connection opened important opportunities to the mobile marketing, allowing the access to connecting 24 hours a day and seven days of the week.</p>
	<p><b>Redefining and specialization</b></p>	<p>To adapt to the current context, characterized by companies which required the high quality of services with competitive prices, the industry of publicity, public relations and marketing are redefining their role. Increasingly, companies of this industry are developing structures more flexible and reduced, in order to adapt to variations on trading volumes by their costumers. At this point, outsourcing on freelance professionals is becoming important as a chance to keep on ensuring high quality standards on the product services.</p> <p>Another strategy adopted by companies in the industry is the specialize in a particular economic industry, in order to be positioned compared to other competitors to his industry knowledge. A paradigm case of this specialization are the expert agencies on the health industry, which requires expert professionals, not only in the characteristics of the product, but also, with the requirements, regulations that apply.</p>
	<p><b>Digital Reputation Management</b></p>	<p>Linked to the rise of social networks, appears the need of companies for having control on their digital reputation, conscious that a good reputation and excellent reviews could result into a sales increase. In this connection, a clearly is for companies to incorporate professionals, or hire another companies to manage their online reputation and to ensure an appropriate relationship with customers</p>

## 4. Employment in the Advertising, PR and Marketing Sector

The rise and increasing diffusion of new technologies and the 2.0 environments are improving professional jobs in the industry of Advertising, RP and Marketing. On the other hand, the need for increasing sales will continue on on the companies demanding employees with knowledge about market research. These trends will be consolidate and the sector and turn feet the demand of employees in the future.

Analysis of employment in the Advertising, PR and Marketing Sector	Current situation	Forecast growth
		

 Recovery / Growth;  Maintenance;  Decrease

### 4.1. The most required highly-qualified jobs

	Job Position	Description	Requirements valued (Education, experience and skills)	Additional considerations
1	<a href="#">Market research analyst</a>	These professionals perform market analysis studies with the aim of obtaining valuable information that the client company will use to make decisions regarding the products or services, its markets and marketing strategies.	<ul style="list-style-type: none"> <li>Education: It is necessary to have a studies related to business, statistics, psychology or sociology.</li> <li>Experience: It is valuable, not a requirement, for the junior position.</li> </ul>	For the professions linked to marketing is necessary to have education related to business, statistics or market research techniques and complement these studies with specific marketing postgraduate and master's degree.
2	<a href="#">Interactive and relationship marketing consultant</a>	These professionals coordinate interactive relationship marketing strategies of the companies, a new form of communication based on the use of new technologies such as, for example, the internet and social networks.	<ul style="list-style-type: none"> <li>Education: It would be useful to have complementary education about e-business, multimedia and digital advertising.</li> <li>It is recommended to have knowledge about web design (Flash, Dreamweaver) such as web technology (HTML, Javascript...).</li> <li>Experience: It is recommended to have previous experience in customer service.</li> </ul>	It is necessary to have <a href="#">creativity</a> and <a href="#">communication</a> skills and to express with a clear and rigorous language.
3	<a href="#">Services marketing expert</a>	A specialist manages service provision of processes or factors related to marketing and identification of the market segments and of the potential demand for these services. Unlike goods, services are intangible products and processes of production, distribution and consumption in the majority of cases are simultaneous in time and coincident in the space.	<ul style="list-style-type: none"> <li>Education: It is valued to have specific knowledge in marketing services, such as marketing research.</li> <li>Experience: Since they are expected to be experts, is necessary to have a large amount of experience in the Marketing field.</li> </ul>	Is recommended to have knowledge about new digital technologies: SEO (the positioning of websites in the search engines), SEM (marketing and promotion in search engines) O CRM (customer management).

	Job Position	Description	Requirements valued (Education, experience and skills)	Additional considerations
4	<a href="#">Interactive media planning supervisor</a>	Interactive media planning supervisors are responsible for designing a company's communication strategy, implementing all of the company's communication elements in the different online formats available, in order to carry out public relations and advertising campaigns.	<ul style="list-style-type: none"> <li>• Education: It is necessary to completing the education with specialist course in E-business, Multimedia Environments or digital publicity.</li> <li>• Experience: It is valued to have experience in traditional communication agencies, in the departments of online communications companies or public relations.</li> </ul>	<p>For the jobs related to publicity, it's recommended to have the degree in Publicity and Public Relations.</p> <p>It is necessary notions on legislation linked to data protection, especially for the people who want to apply for jobs related to social networks.</p>
5	<a href="#">Strategic planner</a>	Facing the need to develop and appropriately balance the targets set by the communication department and the resources available, strategic planners analyze market and client environment, to set the communication action plan to follow.	<ul style="list-style-type: none"> <li>• Education: It is necessary to have knowledge in Corporate Communication.</li> <li>• Experience: Considering the amount of responsibility involved in the decisions is required a previous experience.</li> </ul>	<p>Given the clear international character of this industry it is necessary to have a good level of English, valuing another languages.</p>
6	<a href="#">Customer satisfaction measurement techniques expert</a>	This is a specialist, often with a solid background in statistics, who suggests and implements the most suitable evaluation techniques in order to measure customer satisfaction levels about company or the products and services it provides.	<ul style="list-style-type: none"> <li>• It is required to have studies in statistics and quantitative and qualitative research techniques. However, a lot of companies offer training about quality and excellence on the customer service.</li> <li>• It is also recommended to have knowledge about databases and computer programs to be able to carry out statistical studies (SPSS) and notions of business psychology.</li> </ul>	<p>It is required a <a href="#">capacity of teamwork and cooperation</a> and the interest for the main trends and developments on the industry.</p>

## 4.2. The most required less-qualified jobs

Job Position	Description	Requirements valued (Education, experience and skills)	Additional considerations
1 <a href="#">Conference, Meeting and Special Events Planner</a>	<p>This professional programmes, organises and coordinates conferences, congresses, meetings, seminars, inaugurations, symposiums, commercial fairs, product presentations and other events of a business nature.</p>	<ul style="list-style-type: none"> <li>• Education: Knowledge about communication and marketing or university degree education. Also it is recommended to have knowledge of SAP-AMADEUS programmes.</li> <li>• Experience: Experience in providing services management.</li> </ul>	<p>Professionals should have knowledge about new digital technology.</p> <p>Is also recommended knowledge about another foreign languages.</p>
2 <a href="#">Telesales operator</a>	<p>Call center operators provide customer service by telephone or Internet. Initially, call centre operators were simply required to have service vocation. However, the recent rise in demand for the job positions in sectors such as finance and high technology, requires a much more technical profile and even fluency in a second language.</p>	<ul style="list-style-type: none"> <li>• Education: It is not usually requested a high level of studies. There is an internal training within companies to facilitate the require basic knowledge of office automation tools.</li> <li>• Experience: It is valued previous experience in customer management but is not a requirement.</li> </ul>	<p>It is valued previous experience in similar jobs, but is not a requirement.</p>

## 5. Conclusions and Future prospects

### New opportunities



- The industry is trending to specialize its resources, as well as to further flexibility in their structures, enabling more capacity to continue for future demands for services by customers.
- The current economic context, is characterized by a reduction in different levels of consumption, and this fact has made companies need more than ever before publicize and promote their products. New opportunities are opened for all the companies in this industry able to design creative strategies, specific solutions, taking the advantage of wide range of available channels.
- The globalization, facilitated by the development new technologies, is allowing the ideas to be share rapidly internationally and opening new markets for all the companies in this industry.

### Internet



- The rise of internet and 2.0 channels has been a paradigm for the advertising, PR and Marketing industry, as demonstrated the increasingly investment, made by advertising companies for the channels. At the same time, the growing popularity of smartphones with broadband, allowing a continuous connection to the network has forced to multi-channel advertising strategies and often to design specific and differentiated actions.
- Social networks change the way that companies are known, so the customers are the main promoters of the virtues of a particular brand. Companies are more aware of their reputation on network and the need to design strategies and actions to maintain a good image. This fact will lead to an increase in the demand for professionals with specific knowledge in this area.

### Alerts



- There is some devaluing of the task and functions performed by professionals of this industry, and the impact on the results of their clients. In this sense, it must promote professionals with specific knowledge in this industry able to design innovation and high added value products.
- Given the tendency to fragmentation processes, it is necessary to ensure that coordination mechanisms between all parts are established to ensure consistency and quality on the resulting product.
- The emergence of new digital media, as well as the development of new techniques could remind obsolete certain companies and professionals, and it is important to ensure adaptation to continuous change in this industry.

### Strengths



- Despite the impact of the economic context, the companies continue to perceive the importance of becoming known and promoted in order to maintain or increase their sales. Although some sectors such as automobile have reduced their advertising investment, others such as telecommunications and electronics, have increased.
- It has excellent educational opportunities at different levels, offering a wide range of options for education of professionals in this industry. From training courses to Bachelor and Master's degree, required for positions with a high level qualification.

The industry needs to be able to continue on providing original and creative solutions, taking the advantage of all the channels available, to achieve the best reach to their target groups.

**Sources:** Latest available data. [www.reasonwhy.es](http://www.reasonwhy.es); Infoadex; Radiografía de la Industria Publicitaria en España; INE; Idescat; Comunicación 21. Prensa: Expansión, La Vanguardia, El País.

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Verginelli, F. (2013) Construyendo el futuro de la publicidad. *Puro Marketing*

Furones, J. (2014) 10 tendencias en publicidad para el 2014. *The college of everything*.

n.d. (2014). Top Tendencias 2014: Una visión rápida y completa de las tendencias del año en publicidad, negocio y marketing digital. *Interactive Advertising Bureau*.

## 6. Sectorial complementary Webography

✓ Marketing Directo

<http://www.marketingdirecto.com/>

✓ Interactive Advertisting Bureau

<http://www.iabspain.net/>

✓ Federación Nacional de Empresas de Publicidad

<http://www.fnep.es/>

✓ Asociación General Empresas de publicidad

<http://www.agep.es/>

✓ Asociación de Empresas Consultoras en Relaciones Públicas y Comunicación

<http://www.adecec.com/>

### Barcelona Treball (The job seeking website of Barcelona)

Do you want more information of the main occupations of the Industry? You can know in detail the tasks required for each professional, the training needed to work, the key competencies and associated jobs posted on the major job seeking websites.

[www.bcn.cat/treball](http://www.bcn.cat/treball) > [Sectores econòmicos](#)  
> [Buscador de ocupaciones](#)

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