

# Advertising, Public Relations and Marketing

Job search resources

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This document aims to relate the main resources and channels that must be considered for a job search focused on the Business Services: Advertising, Public Relations and Marketing.

The main resources and channels of this sector are grouped into the following sections:

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# JOB SEARCH RESOURCES

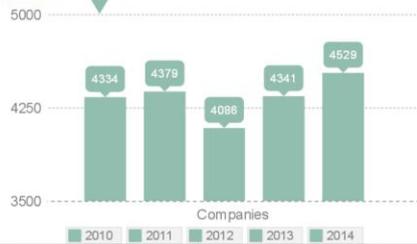


## BUSINESS SERVICES: ADVERTISING, PUBLIC RELATIONS AND MARKETING

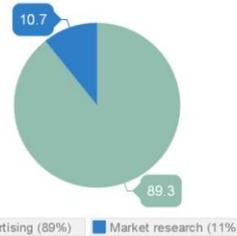
SECTOR GROWTH DRIVEN BY TECHNOLOGICAL INNOVATION



### COMPANIES TRENDS



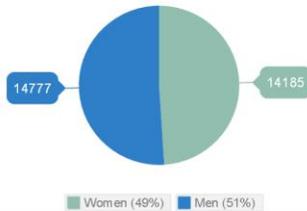
Evolution of the number of companies (BCN)



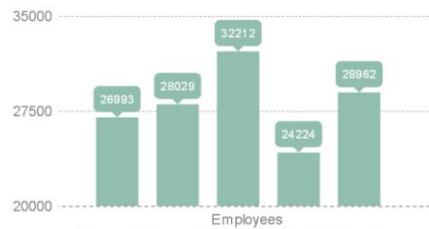
Distribution by activity

The number of companies in Barcelona grows, driven by constant technological revolution. 61.5% of companies have no employees hired.

### EMPLOYMENT TRENDS



% Employment according to gender



Number of employees

The temporary employment sector is 33%. In the case of advertising is 34% and 25% for market research and opinion. 61.5% of companies have no employees.



Direct jobs in the sector in 2013 in Catalonia

# 28.962



### WE RECOMMEND ...



- 1 The sector accommodates a variety of profiles, often with specific skills in technology, media and creative media.
- 2 Communication, initiative, creativity, empathy, are some of the most valued skills in the selection process.
- 3 Careers within the company are favored, so they seek professionals who identify with its values. You must know and show these values.
- 4 Your personal brand, passion and originality that you express with your projects and experiences can help you differentiate yourself in this sector.

# 01. Specialized employment websites

List of the main specialized websites in the sector that you can find on the Internet.

## **Adaspirant.com**

Website for professionals who are new to the field of advertising and design. Allows you to promote your campaigns through advertisements that are posted on the front page of the website and then are disseminated by newsletters.

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

## **Eventoplus.com**

Access to job search area specialized in events.

<http://www.eventoplus.com/eventojobs/>

## **InventiaJobs.com**

Job search website specialized in events, fashion and advertising.

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

## **Marketing Directo**

Website that offers the latest news in the sector. Entering directly to <http://www.marketingdirecto.com/> you can consult the directory of companies in the services area. There's also a link to his job search area.

<http://www.oficinaempleo.com/trabajar-en/marketing-publicidad-25/>

### Advice

Think about the opportunity to work for projects, because it's promoted by the industry. Often this means working for campaigns and mobilize many professional fieldwork or for specific projects. In this case, you can count on the help of portals assignments and projects where you can also show your portfolio.

- **Trabajofreelance.com/** <http://www.trabajofreelance.es/>
- **Infolancer/** [www.infolancer.net/freelancers/](http://www.infolancer.net/freelancers/)

## 02. Self application

List of companies and organizations leading the sector in which you can address an application or propose a partnership work.

### **Arenalia**

PR agency that designs communication plans.

<http://www.arenalia.com/en>

### **Barcelona Virtual**

Agency specialized in advertising and interactive and relational marketing.

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

### **Bgmedia**

Company focused on the creation, development and implementation of marketing activities and advertising.

<http://www.bgmedia.net/equipo>

### **Bit comunicacion**

Make business services, from graphic design to marketing and positioning on the Internet, interactive marketing and media.

<http://bitcomunicacion.com/es>

### **Burson Marsteller**

Company dedicated to public affairs and lobbying. Access to join their team job. It is located in Barcelona.

<http://burson-marsteller.es/en/careers/>

### **Carat**

One of the companies leading communication solutions from a digital perspective worldwide.

<http://www.carat.com/global/en/careers/>

### **Contrapunto BBDO**

International advertising and marketing agency based in Barcelona.

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

### **Equmedia XL**

Independent media agency made of groups of American advertising industry.

<http://www.equmedia.es/contacto.php>

### **Flint. Soluciones en Marketing Industrial**

Industrial marketing consultancy ranging from research and investigation, to the design of the strategy and its implementation, especially online.

[http://www.flint.com.es/ing\\_index.html](http://www.flint.com.es/ing_index.html)

### **Grey**

International agency of advertising and online marketing with central office in Barcelona.

[www.grey.com/spain/empleo](http://www.grey.com/spain/empleo)

### **Mitai**

Focuses its activity on strategic services, online communication and traditional and digital marketing.

[http://www.mitaiad.com/conocenos/trabajamos\\_juntos/envia\\_tu\\_curriculum.php](http://www.mitaiad.com/conocenos/trabajamos_juntos/envia_tu_curriculum.php)

**Ogilvy**

International marketing and advertising company with offices in more than 100 cities and international projects.

<http://www.ogilvy.es/#/colabora>

**People for events**

Agency specialized in organizing events. Search multiple profiles for fairs, congresses and promotions.

[http://www.totevignau.com/?page\\_id=3514](http://www.totevignau.com/?page_id=3514)

**Quodem**

International company oriented to providing services of digital marketing and business development based on ICT. With offices in Barcelona and Madrid.

<http://www.quodem.com/en/corporate/work-us.html>

**SBS**

Advertising and communications agency based in Barcelona working traditional channels such as TV, press and radio but also multimedia approach / multi-device.

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

**Taos**

Communication and advertising agency that offers permanent advice for marketing and advertising, based in Madrid and Barcelona.

<http://www.taos.es/contacta-con-taos/>

**Advice**

Creativity is a key skill in the process of self application in this sector. Practice it without hesitation, find the best support to show your work and your professional approach, which will be a plus value when you contact the companies.

**a) Companies directory****AULACM**

Entity that has published a list of the main companies of advertising and marketing on-line nationwide.

<http://aulacm.com/agencias-social-media-marketing-online/>

**CDEC Club de creativos**

Organization that has a directory of companies of the sectors of advertising, public relations and marketing.

<http://www.clubdecreativos.com/directorio-de-empresas>

**Central de marketing**

Specialist in advertising agencies and companies involved in the marketing and advertising nationwide.

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

**Directorio de empresas de marketing y publicidad**

Compilation of companies related to the sector statewide.

<http://www.pymemarketing.net/empresas/>

**El publicista.net**

Website where you can find various contents related to the world of advertising agencies, broadcasting, direct and promotional marketing, media ...

[http://www.elpublicista.es/frontend/elpublicista/buscador\\_guia.php](http://www.elpublicista.es/frontend/elpublicista/buscador_guia.php)

**Publdata**

Access to a private directory of companies and brands advertising, marketing and media advertisements nationwide that allows search by province.

<http://www.publdata.es/agencias-publicidad>

**Advice**

Barcelona is home to many companies in advertising, public relations and marketing. You have to organize good information that you can extract from these directories to make good track of the companies with which you contact to make self application.

## 03. Professional societies and associations

The societies and associations of companies and professionals of the sector provide information and guidance services, and very often job search tools.

### **AEACP**

*Asociación Española de agencias de comunicación publicitaria* (Spanish Association of Agencies advertising communication), has a list of agencies.

<http://www.agenciasaeacp.es/agencias-asociadas/asociados/>

### **Aeanunciantes**

*Asociación Española de Anunciantes* (Spanish Association of Advertisers). You can check the collaborator partners and have access to websites of associated companies.

<http://www.anunciantes.com/socios.php?s=5>

### **Adigital**

*Asociación Española para la Economía Digital* (Spanish Association for the Digital Economy) groups together leading direct marketing companies.

<https://www.adigital.org/>

### **AEDEMO**

*Asociación Española de Estudios de Mercado, Marketing y Opinión* (Spanish Association of Market Research, Marketing and Opinion). It includes a job search area.

[http://www.aedemo.es/aedemo/index.php?option=com\\_content&task=view&id=42&Itemid=175](http://www.aedemo.es/aedemo/index.php?option=com_content&task=view&id=42&Itemid=175)

### **AFPE Asociación Española de fotógrafos profesionales**

Focuses its activity on the promotion of activities for the professional progress of photographers.

<http://www.afpe.pro/>

### **Agencias digitales**

Association of over 40 marketing agencies and media. It promotes the use of digital marketing.

<http://www.agenciasdigitales.org/>

### **AGEP**

*Asociación General de Empresas de Publicidad* (General Association of Advertising Companies). Allows the access to the directory of associated companies.

<http://www.agep.es/empresas-asociadas>

### **APIC**

Professional Association of Illustrators of Catalonia where you can find news and information of interest.

<http://www.apic.es/en/>

### **Col·legi de Publicitaris i Relacions Públiques de Catalunya**

It offers various services to its collegiate, such access to the job, activities, news, publications and links to websites of interest to the sector.

<http://www.colpublirp.com/tag/publicitat/?lang=es>

**IAB**

Association representing the advertising sector in digital media across the state.

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

**INSAweb**

Business, marketing & communication School. Private school specialized in training in marketing and communication.

<http://www.insaweb.net/alumnos/bolsa-de-trabajo-y-practicas/?lang=en>

**ISM Instituto Superior de Marketing-ESIC**

There's a job search area for their students and alumni.

<http://www.esic.edu/barcelona/description/>

**Advice**

Work carefully your presentation tools. Prepare an elevator pitch, have a resume well organized and creative and use, if any, tools such as video resume. The way you promote your candidacy before a company will give many clues about how you will develop in everyday work when you have to promote the campaigns of others.

To keep abreast of what's happening in the sector you have to update your knowledge. Some blogs can help. For example:

- **Blog Marketing en RS**  
Private agency that keeps a blog with the news in the marketing field.  
<http://marketingenredesociales.com/blog/>
- **Puro Marketing**  
Web of marketing with information of interest.  
<http://www.puromarketing.com/>
- **Total media**  
Digital marketing magazine  
<http://www.total-media.es/>

## 04. Networking

Spaces and platforms where you can find other professionals, companies and organizations that lead and energize the sector.

### **Mercadeoypublicidad.com**

Virtual space for meeting, debate and generate business locally, nationally and internationally.

<http://mercadeoypublicidad.com/AcercaDeMyP/QuienesSomos.php>

### Advice

Is highly probably that networking was born in this sector. It is essential for professionals in advertising, public relations and marketing to be aware and participate in events and professional meetings, but also those that target customers. These are good times to show yourself and to show interest in collaborating.

Many Internet tools will help you to show your work. Use them and take advantage of networking to leave your reference:

- **Web**  
Appreciate the opportunity to demonstrate your potential with your own site. You can use this tool to create easily.  
[www.wordpress.com](http://www.wordpress.com)

- **Videos**  
Share your projects with multimedia tools such as:

[www.youtube.com](http://www.youtube.com)  
[www.vimeo.com](http://www.vimeo.com)  
[www.prezi.com](http://www.prezi.com)  
[www.piktochart.com](http://www.piktochart.com)

## 05. Conferences and events

Most important events and activities in the sector.

To keep abreast of major sector events that take place in Barcelona follow the twitter profile [@barcelonactiva](https://twitter.com/barcelonactiva)

### e-show

It is a lounge and conference related to the digital world. It includes marketing and advertising on digital media or online.

<http://www.the-eshow.com/barcelona/>

### Graphispag

Important fair of the Spanish graphics industry held in Barcelona.

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

### HEM

*Hoy es Marketing* (Today is Marketing) is the meeting point for professionals and executives from business, marketing, communications and digital economy of the state. You can follow it for streaming and you can watch videos of the previous editions.

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

### Reunión anual de agencias de marketing online

Event of marketing agencies celebrated in the community of Madrid. By web you can consult videos of previous editions.

<http://aulacm.com/reunion-agencias-de-marketing-publicidad/>

### Eventbrite

It is a website where they spread and promote events organized in your city.

<https://www.eventbrite.es/>

Some conferences can be followed by web services through streaming or by viewing events recorded and later uploaded to the network. For example:

- **IAB**  
Association representing the advertising industry in digital media.  
<http://www.iabspain.net/eventos-iab/>
- **RedRRPP**  
PR Portal.  
[http://www.redrrpp.com.ar/portal/modules.php?name=News&new\\_topic=16](http://www.redrrpp.com.ar/portal/modules.php?name=News&new_topic=16)



Report prepared by [www.impento.es](http://www.impento.es)

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