Advertising, Public Relations and Marketing

Job search resources

OCTOBER 2015
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:

**Table of contents**

01. Specialized employment websites ................................................................. 4
02. Self application .................................................................................................. 5
03. Professional societies and associations ........................................................... 8
04. Networking ....................................................................................................... 10
05. Conferences and events .................................................................................. 11
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

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.

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.

Source: DIRGE (INE), Ajuntament de Barcelona and IDESCAT
01. Specialized employment websites

List of the main specialized websites in the sector that you can found 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.

**Eventoplus.com**
Access to job search area specialized in events.

**InventiaJobs.com**
Job search website specialized in events, fashion and advertising.

**Marketing Directo**
Website that offers the latest news in the sector. Entering directly to [http://www.marketingdirecto.com/](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.

---

**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](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.

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

**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

**Grey**
International agency of advertising and online marketing with central office in Barcelona.
www.grey.com/spain/empleo

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

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

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

Publidata
Access to a private directory of companies and brands advertising, marketing and media advertisements nationwide that allows search by province.
http://www.publidata.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/

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

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

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

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

  www.youtube.com
  www.vimeo.com
  www.prezi.com
  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

**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.

---

Report prepared by [www.impento.es](http://www.impento.es)
Discover everything that Barcelona Activa offers

Support during the whole job search process
bcn.cat/treball

Help getting your business idea off the ground
bcn.cat/emprenedoria

A boost to help companies become more competitive
bcn.cat/business

Free technology training for job seekers, entrepreneurs and companies...
bcn.cat/cibernarium

Barcelona Activa
Central offices
Llacuna, 162-164
08018 Barcelona
+34 934 018 777
barcelonaactiva.cat

How to get here
Metro: L1 Glòries and Clot / L2 Clot
Bus: 7 / B21 / H12 / 60 / 92 / 192
Rail links: R1 and R2 Clot
Tramway: T4 Ca l’Aranyó / T5 and T6 Can Jaumandreu
Bicing: 42 / 133 / 132

Follow us on social media
facebook: barcelonactiva
instagram: barcelonactiva
web: bcn_empreses
web: cibernarium
web: company/barcelona-activa