

University of the Year 2019

The Guardian
University Awards 2019

NOTTINGHAM
TRENT UNIVERSITY

Sector Intelligence Workshop: Advertising, marketing & PR



European Union
European
Social Fund

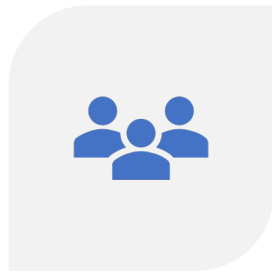

Department
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The graduate market in the UK



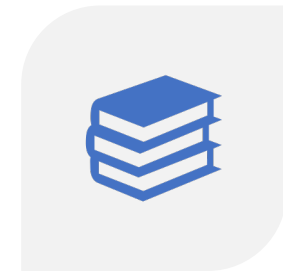
441,000 PROFESSIONAL-LEVEL JOBS
WERE ADDED TO THE ECONOMY



291,000 NEW GRADUATES ENTERED
THE WORKFORCE (ACROSS ALL
LEVELS OF QUALIFICATION)

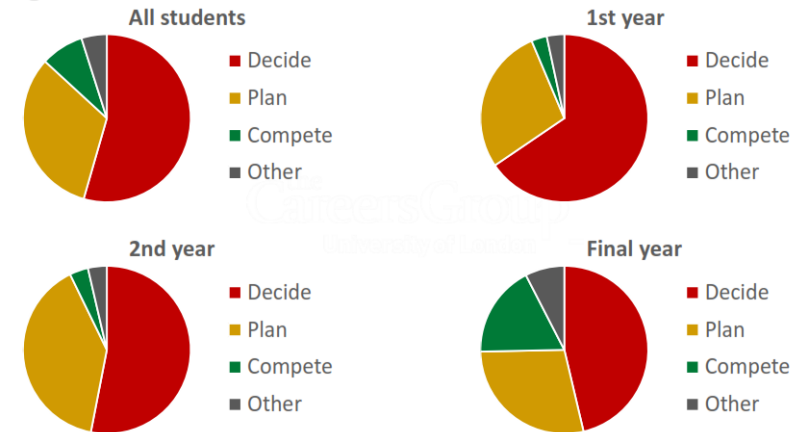


73.9% OF EMPLOYED GRADUATES
WERE IN A PROFESSIONAL-LEVEL
JOB (UP FROM 71.4%)



GRADUATE UNEMPLOYMENT (5.1%)
WAS AT ITS LOWEST LEVEL SINCE
1979.

48% of undergraduate finalists are still in the “decide” stage of their career thinking (HEFCE Learning Gain Project: Careers Registration)





The graduate labour market is unevenly distributed and graduates are not particularly mobile

- 69% of graduates go to work in the same region where they grew up
- 13% move to go to university and stay there for work
- It is vital to work with your local university on talent attraction.
- London is the only major city with an oversupply of graduates

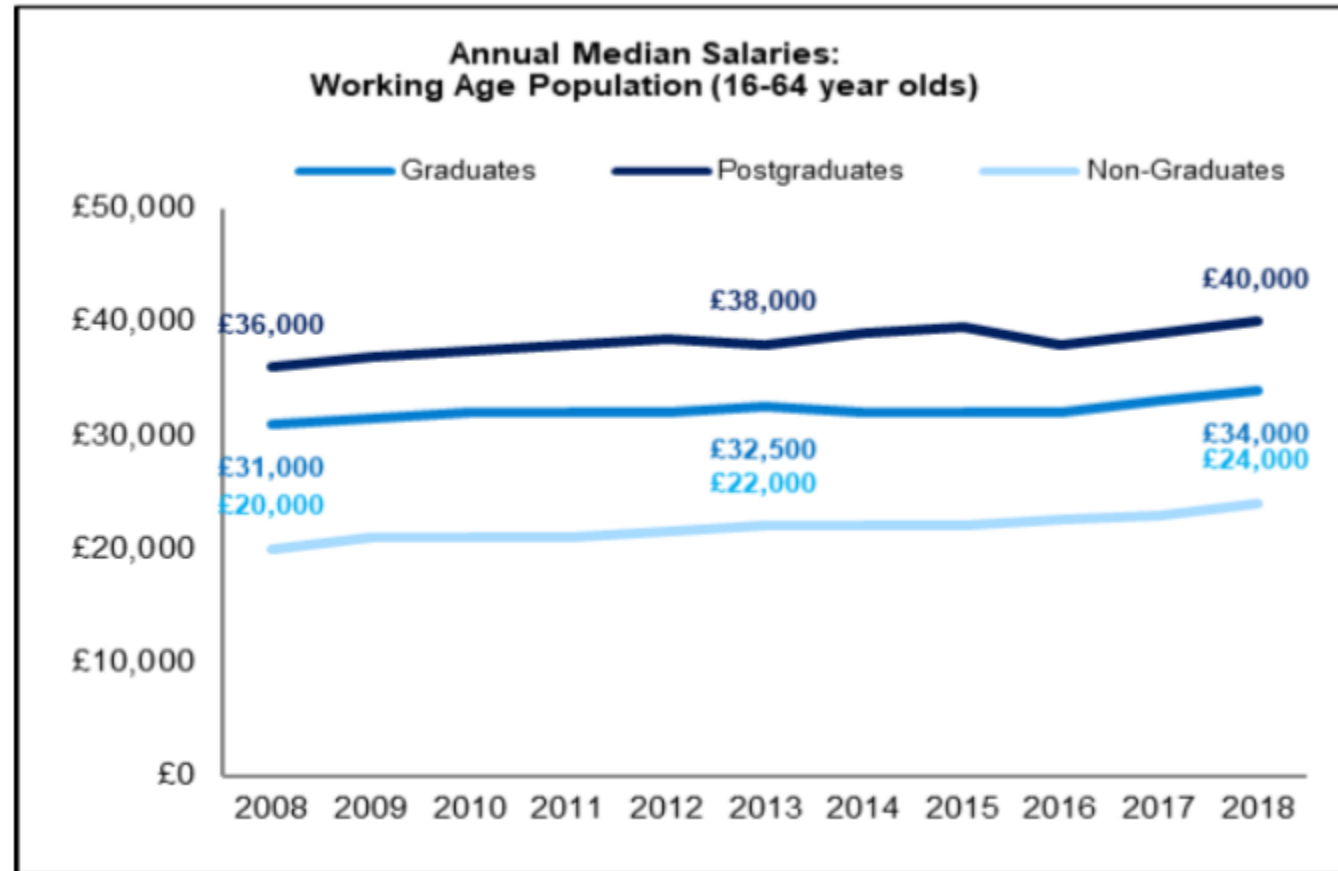
Dr Charlie Ball analysis of the *Destinations of Leavers from Higher Education (DLHE)* survey, HESA, 2016-2017



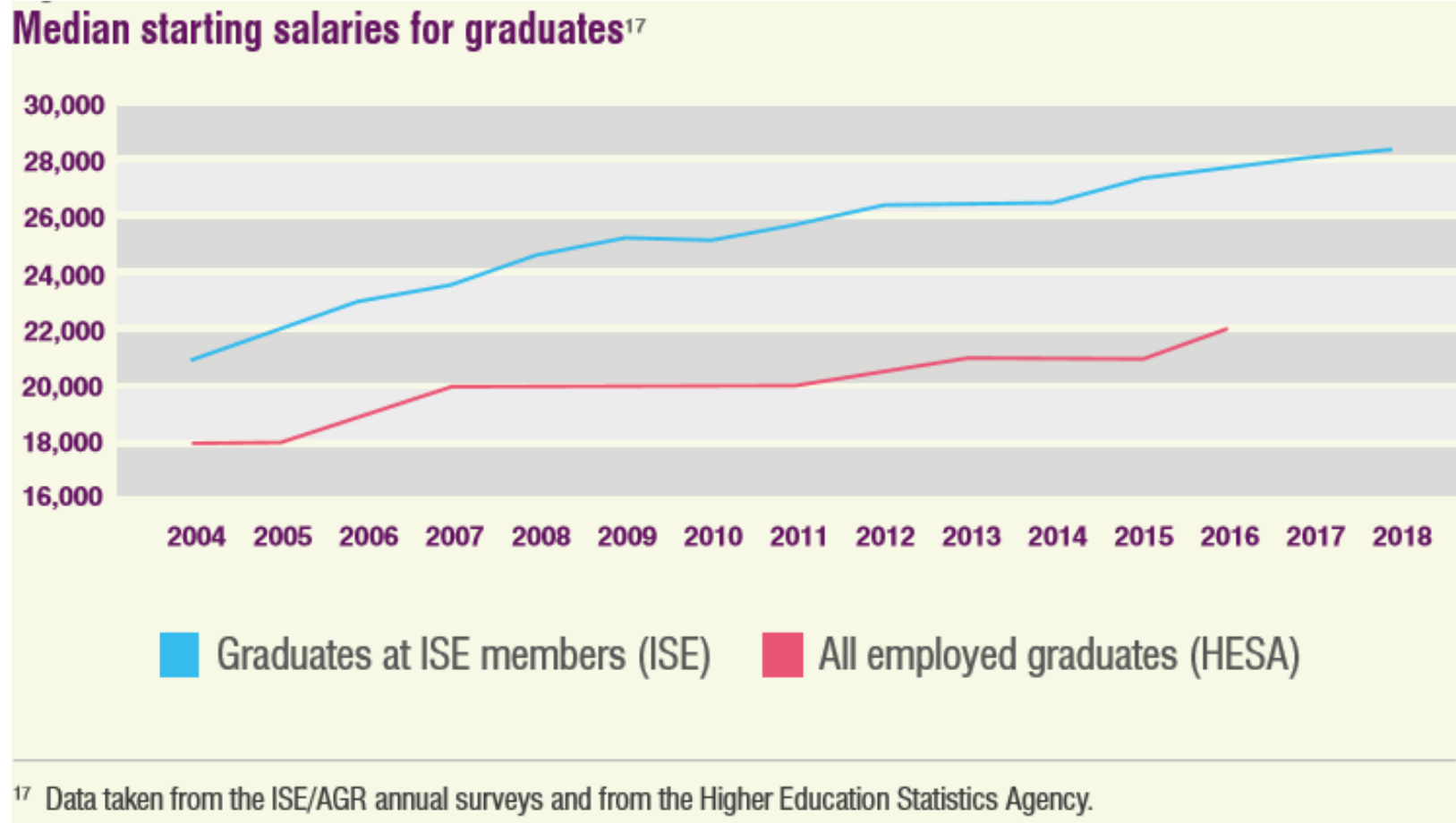
87.5% of leavers said they were satisfied with their career to date after 3.5 years

(HESA Longitudinal DLHE)

Over time, graduates earn significantly more than non-graduates

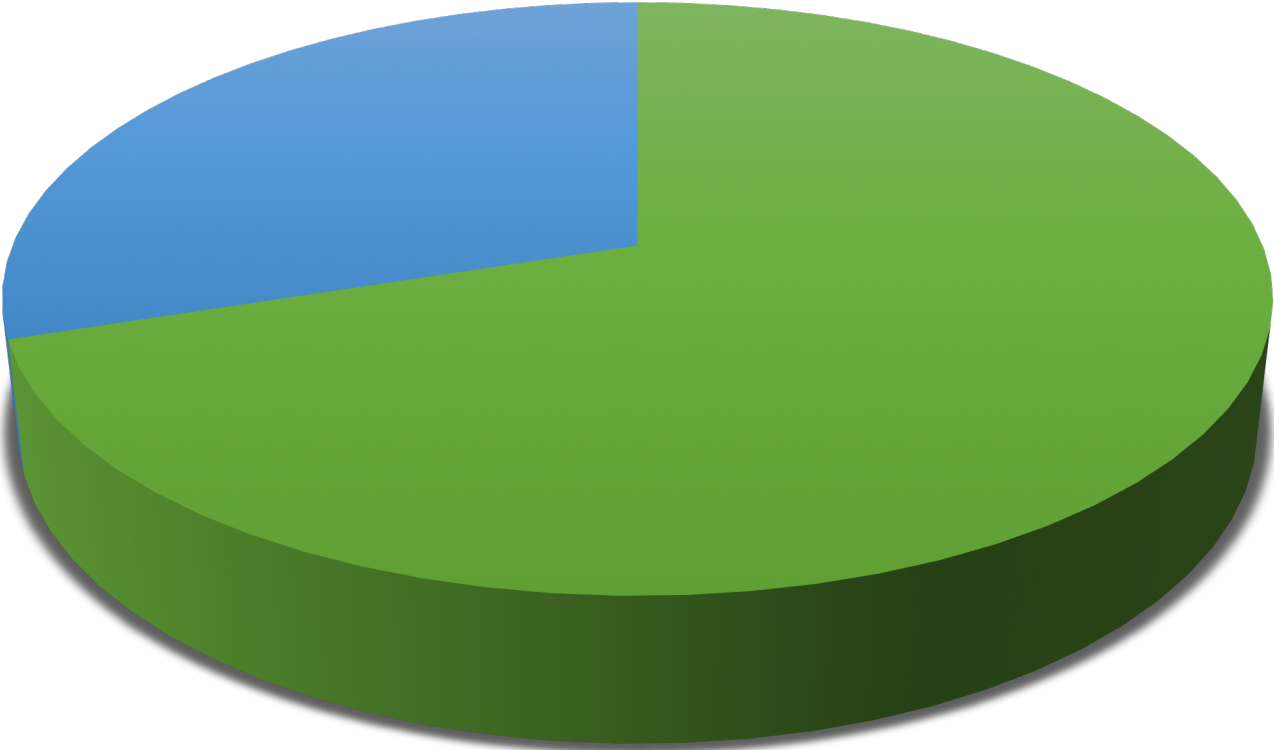


The graduate market in the UK



The graduate market in the UK

People employed in the advertising and marketing industry



■ Graduates ■ Non-graduates



The graduate market in the UK

What do marketing graduates do?

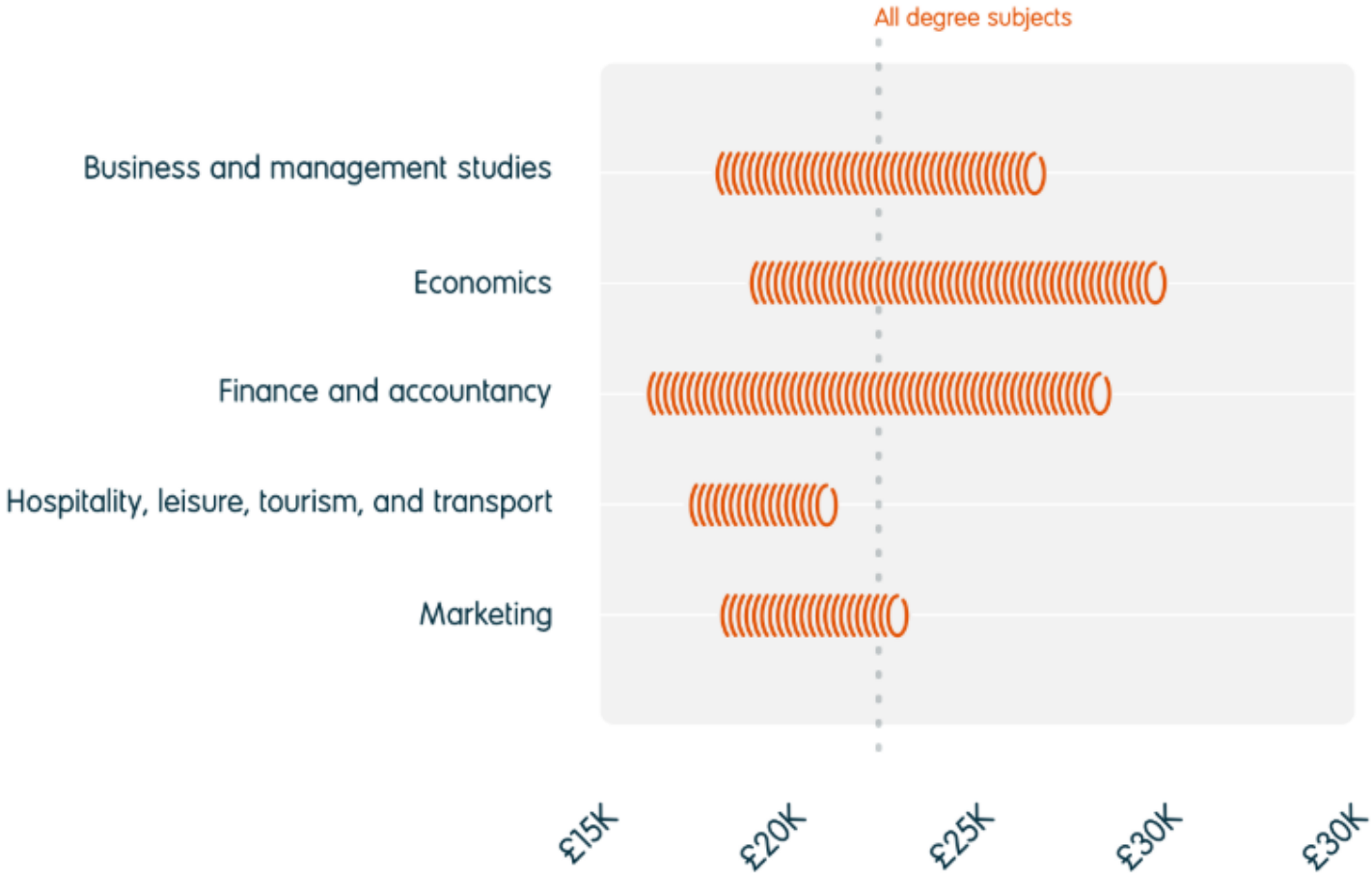
Almost 85% of marketing graduates are employed or undertaking work and further study six months after graduating, with just 35.4% of these working as marketing associate professionals.

Destination	Percentage
Employed	81.5
Further study	6.1
Working and studying	2.8
Unemployed	5.2
Other	4.3

Graduate destinations for marketing

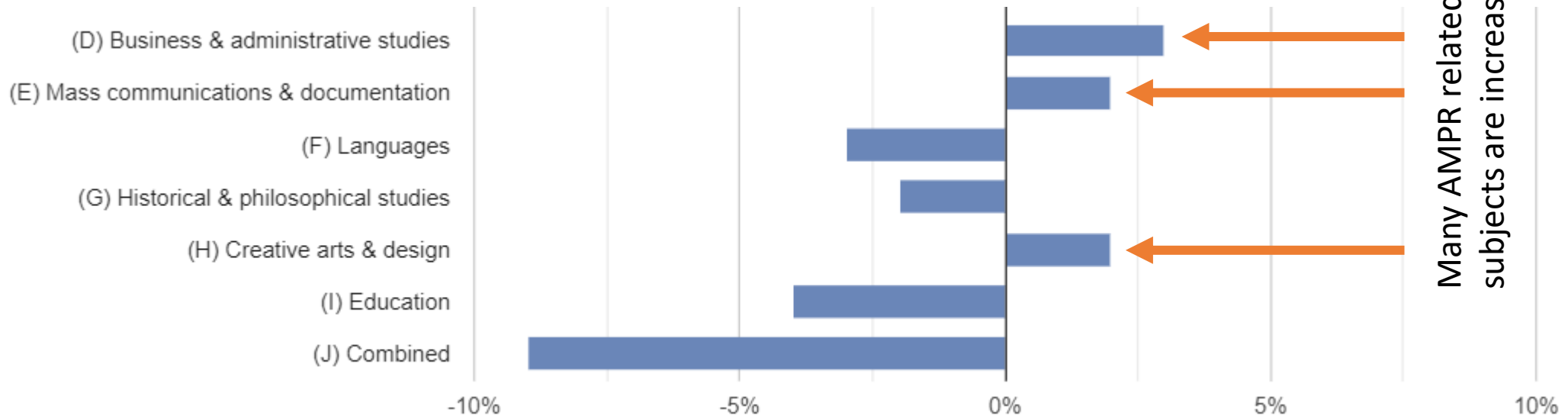


The graduate market in the UK



The graduate market in the UK

Changes over time (percentage change)
HE student enrolment subject area changes between 2016/17 and 2017/18



The graduate market in the UK



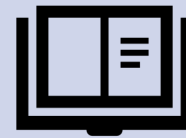
Which marketing skills do employers want?

Employers in the creative industries typically seek graduates with:

- a good understanding of digital marketing techniques
- analytical and numerical skills
- commercial awareness
- communication, interpersonal and team-working skills
- creativity, innovation, initiative and imagination
- customer service skills
- flexibility
- negotiation skills
- organisational skills
- the ability to work under pressure
- the confidence to pitch, present and justify your ideas.

← Only 1 mention of “marketing”

Other degrees that develop lots of these skills...



English



History



Journalism

The graduate market in the UK

The Skills Most Valued By Marketing Managers

Currently, the top four skills that marketers around the world value are:

- 1. Digital strategy and planning**
- 2. Data analytics and reporting**
- 3. Research and insights**
- 4. Leadership and management**

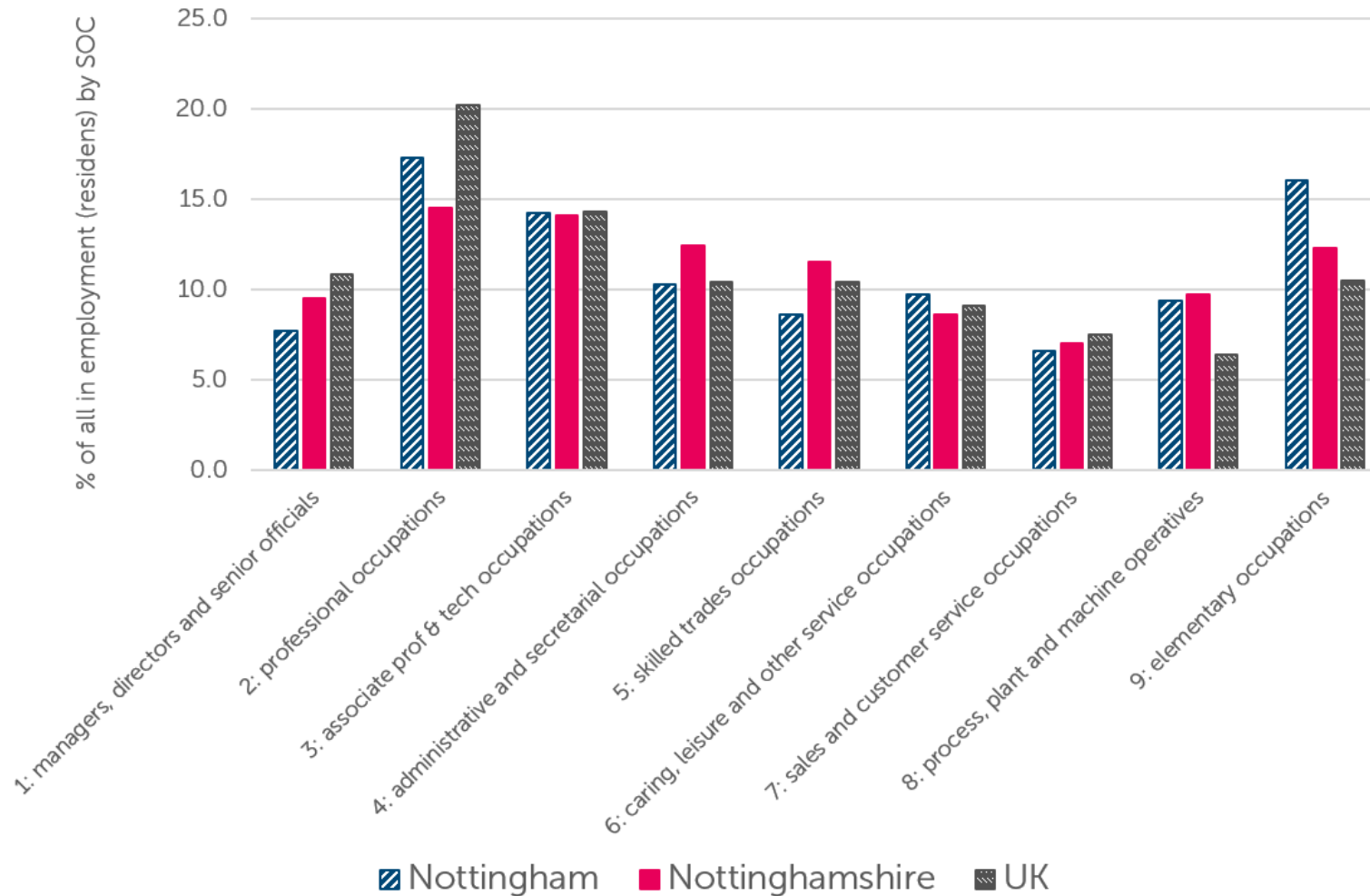
All of the technical skills filed in after these such as content marketing, social media and website design and optimization.



The proportion of corporate employers who say graduates lack specific skills or behaviours

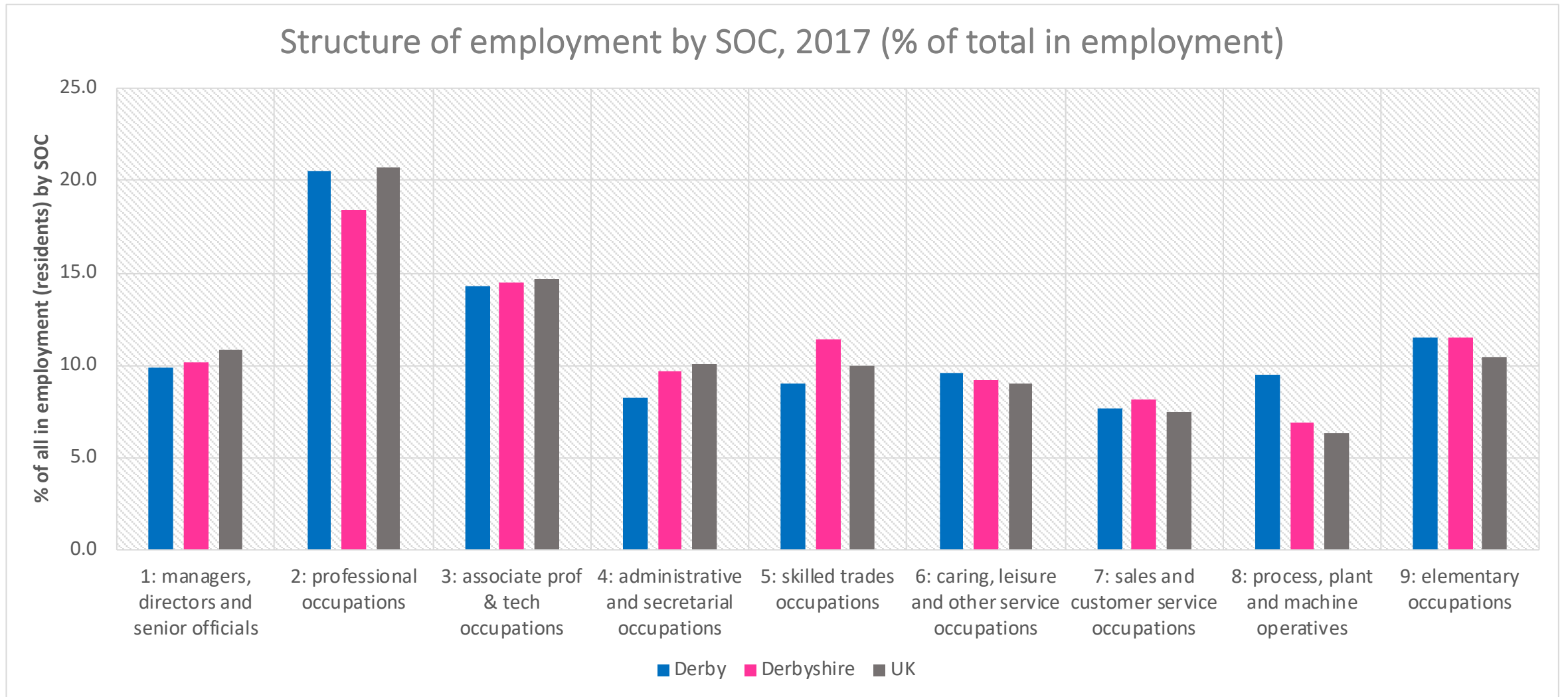
The graduate market in Nottingham

Chart 15: Structure of employment by SOC, 2017 (% of total in employment)



(Source: ONS Crown Copyright, 2018, 'Annual Population Survey'. January – December 2017 [From NOMIS, accessed on 25 January 2019])

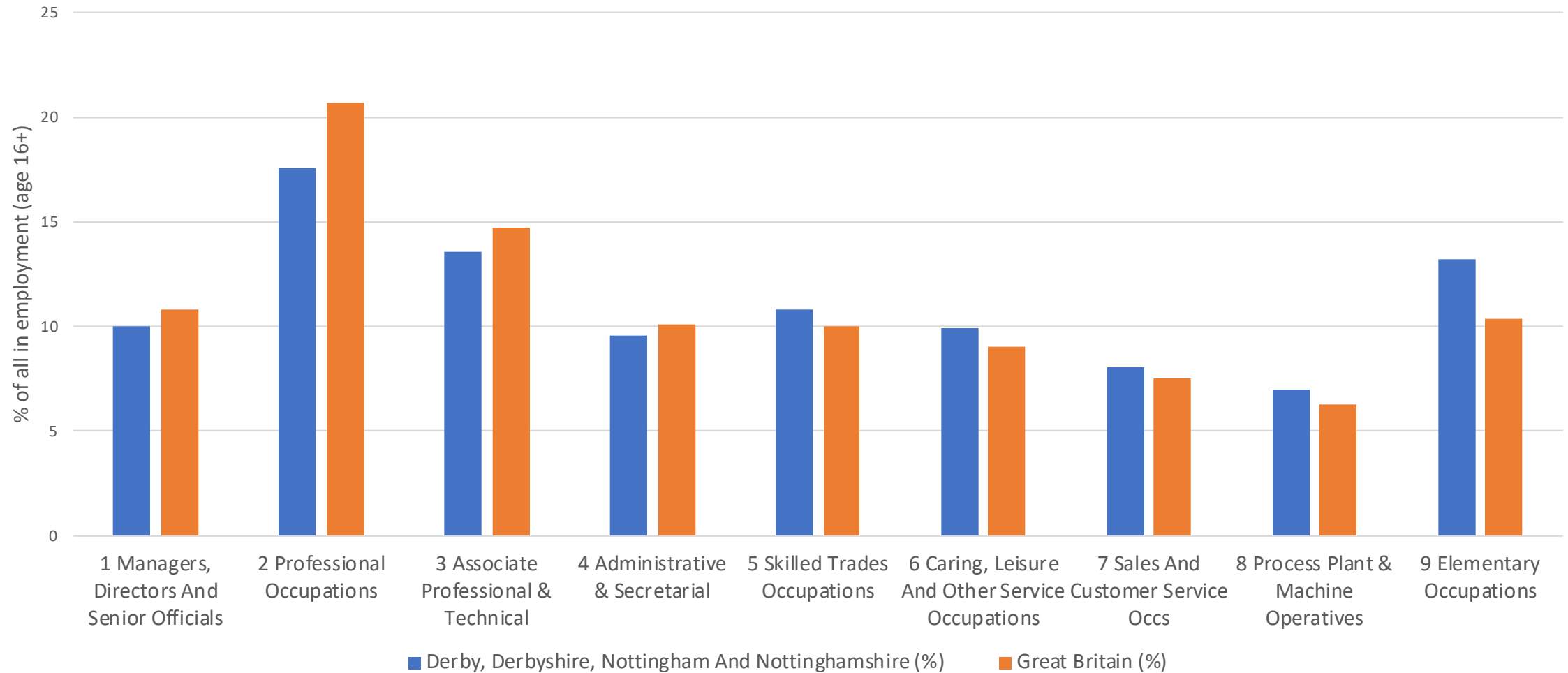
The graduate market in Derby



(Source: Annual population survey, ONS Crown Copyright Reserved [from Nomis on 20 May 2019])

The graduate market in D2N2 region

Employment by occupation



(Source: ONS annual population survey)

The graduate market in Nottingham

Employment by occupation (Jan 2018-Dec 2018)

	Derby, Derbyshire, Nottingham And Nottinghamshire (Numbers)	Derby, Derbyshire, Nottingham And Nottinghamshire (%)	East Midlands (%)	Great Britain (%)
Soc 2010 Major Group 1-3	431,300	41.3	42.0	46.4
1 Managers, Directors And Senior Officials	105,100	10.0	10.6	10.8
2 Professional Occupations	184,200	17.6	17.5	20.7
3 Associate Professional & Technical	142,000	13.6	13.8	14.7
Soc 2010 Major Group 4-5	213,500	20.4	20.5	20.2
4 Administrative & Secretarial	100,800	9.6	9.6	10.1
5 Skilled Trades Occupations	112,700	10.8	10.9	10.0
Soc 2010 Major Group 6-7	188,200	18.0	17.0	16.5
6 Caring, Leisure And Other Service Occupations	103,900	9.9	9.4	9.0
7 Sales And Customer Service Occs	84,300	8.1	7.6	7.5
Soc 2010 Major Group 8-9	211,700	20.3	20.5	16.8
8 Process Plant & Machine Operatives	73,700	7.0	7.9	6.3
9 Elementary Occupations	138,000	13.2	12.5	10.4

Source: ONS annual population survey

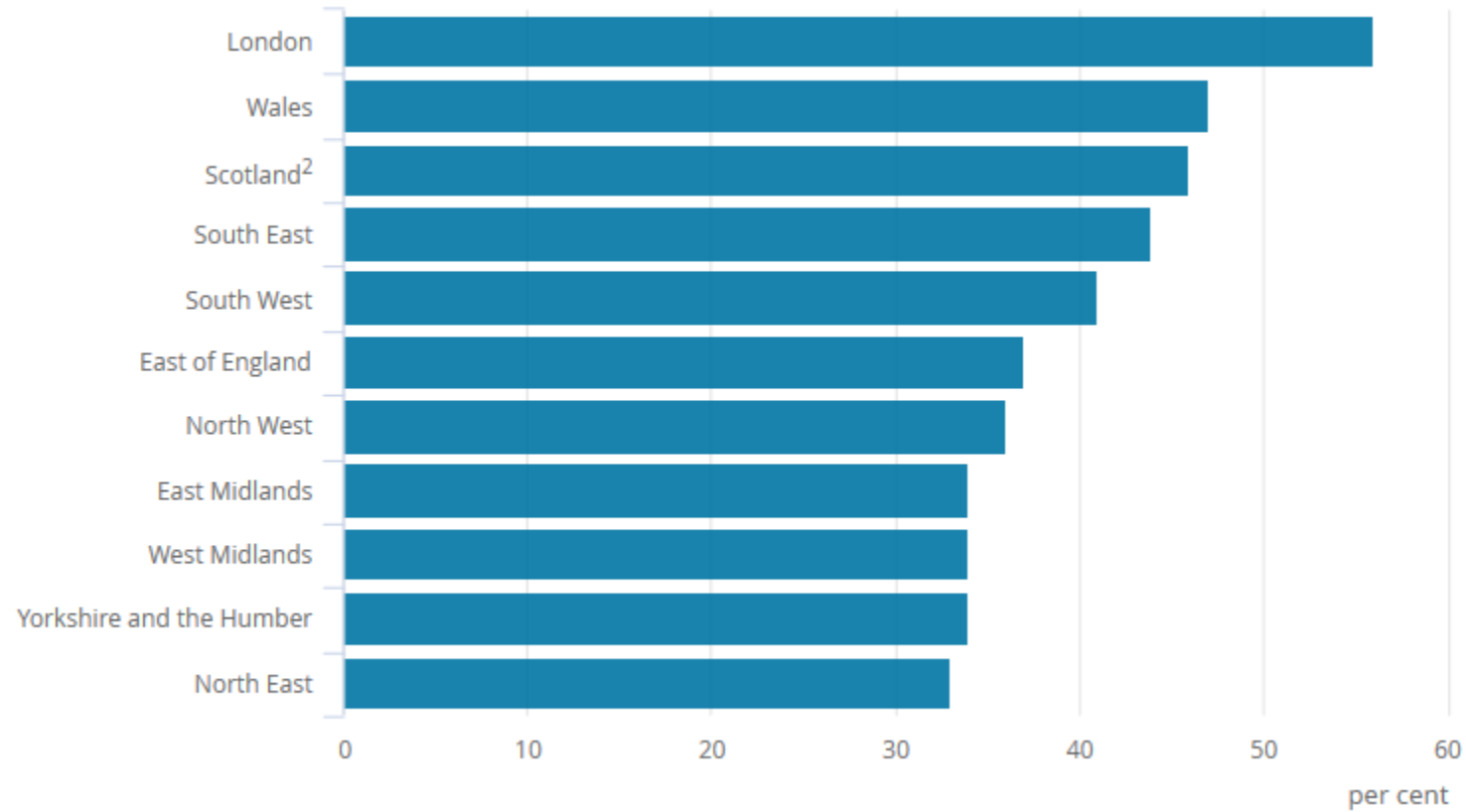
Notes: Numbers and % are for those of 16+

% is a proportion of all persons in employment

Graduate cost of living

City	Indexed disposable income measure	Graduate starting salary
Derby	1.637	£22,840
Sheffield	1.483	£20,633
Belfast	1.474	£20,700
Coventry	1.464	£22,548
Portsmouth	1.439	£23,446
Glasgow	1.427	£21,776
Nottingham	1.426	£20,907
Liverpool	1.413	£19,940
Aberdeen	1.379	£22,917

The East Midlands has a lower percentage of the population with degrees than many other regions

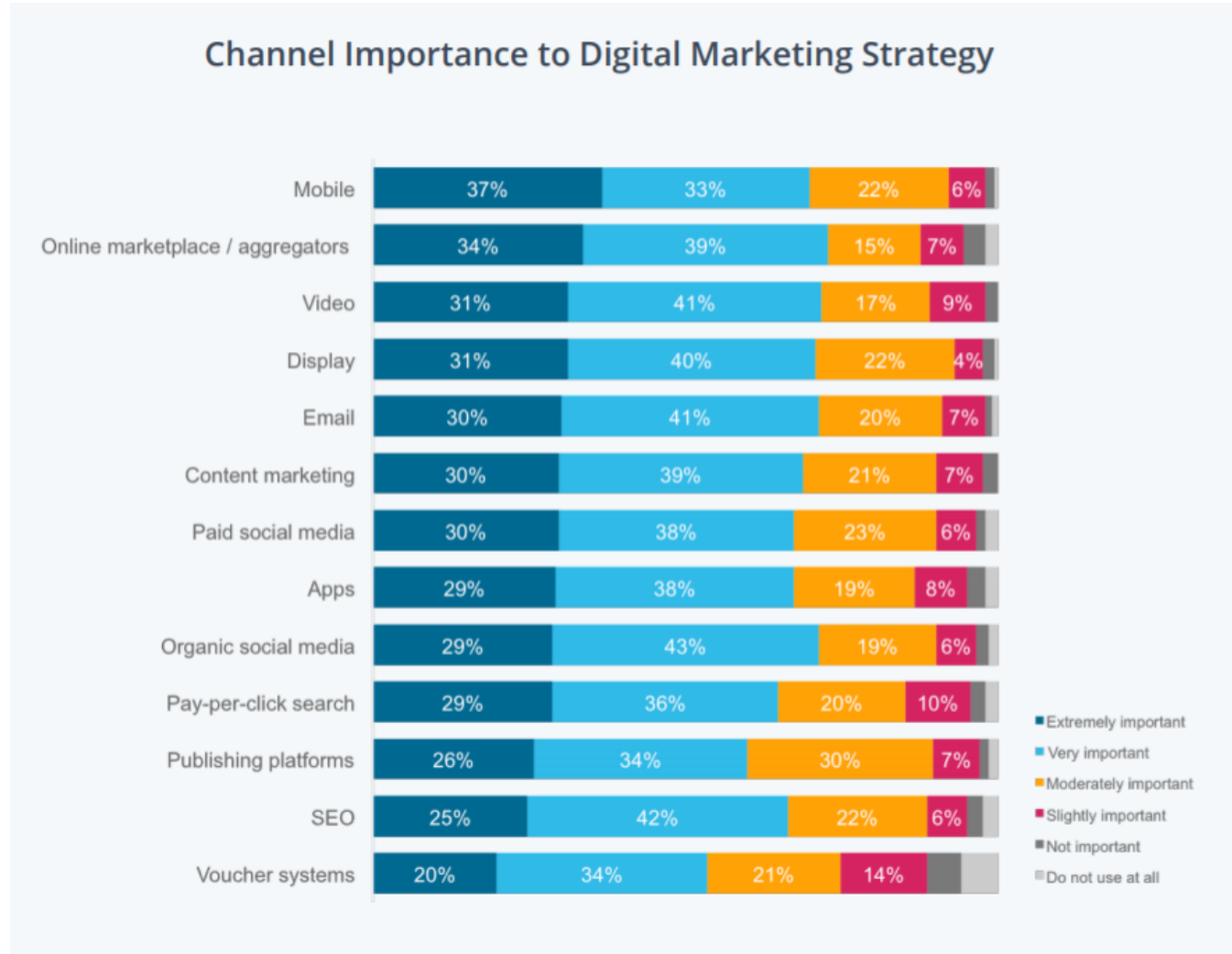




Sector trends

- Artificial intelligence & machine learning: impact on insight and market research
- App technology and 5G
- Decline in print advertising
- Trust, reputation and responsibility: GDPR, hacking and “fake news”
- Social media influencer advertising

Trends

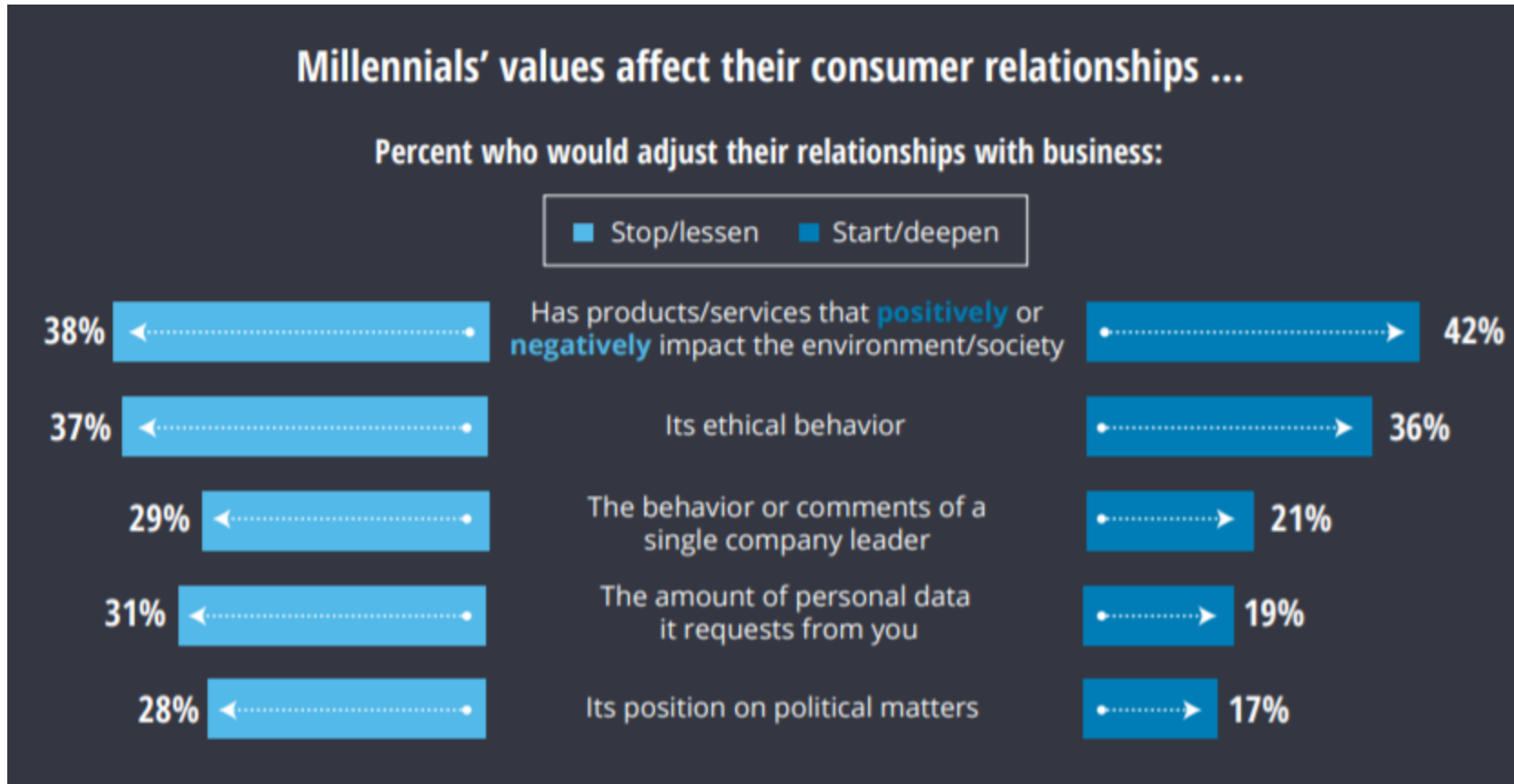


Challenges

- **Impact artificial intelligence and machine learning:** machine learning will soon make a bigger impact on market research and the way AMPR professionals understand their audiences. The challenge will be identifying the right technology for your needs, utilising the capabilities of technology and coping with this influx of data to ensure the efficiency it is set to produce is realised.
- **Reputation and trust:** The Edelman Trust Barometer reveals that trust is in crisis around the world. AMPR sector is under pressure as the public face of the key institutions — business, government, NGOs, and media — which have all seen a decline in trust by the general population.
- **Purpose driven marketing:** Linked to the above, millennials values effect their relationship with businesses. In this world, purpose driven marketing can see positive benefits to businesses but it is also important to ensure this comes alongside real change and is not tokenistic



Challenges



Challenges



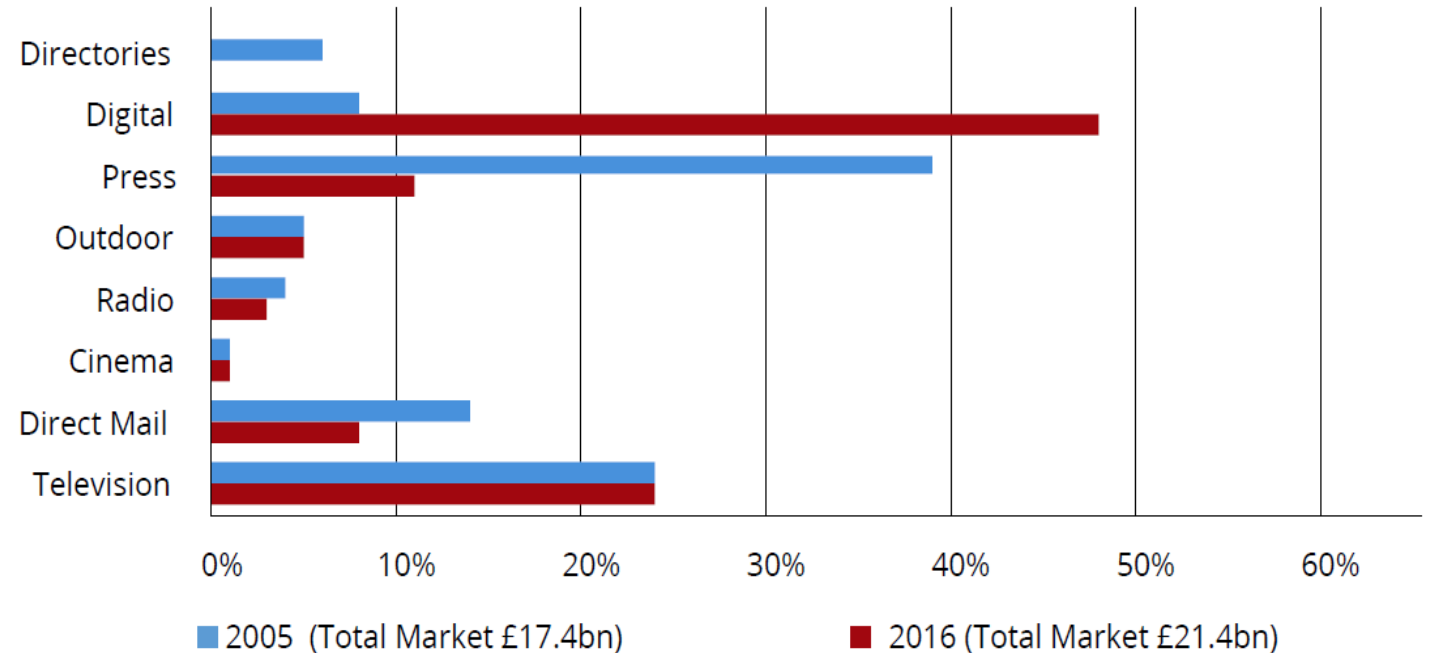
Challenges and Threats



Threats

- Between 2005 and 2016, Ad spend on directories has all but disappeared
- With the significant increase in digital marketing over this time period, alongside the rise of AI and other technologies, what does this mean for the future of AMPR?

Figure 1: Ad spend



Source: Written evidence from the Internet Advertising Bureau UK ([ADV0022](#))

Horizon scanning



- The rise of online advertising has blurred the distinction between advertising and content, because of phenomena such as social influencer advertising and content marketing. (House of Lords, 2017-19)
- In the same way, the rise of social media, branded content, SEO and influencer marketing mean that PR professionals are now involved in activities that go way beyond reputation management and media relations. (The Work Crowd, 2018)
- 87 per cent of PR executives believe the term “Public Relations” won’t accurately describe the work they’ll be doing in 2023. (The Work Crowd, 2018)

Discussion



- What are the key challenges facing your sector in the next 5 years?
- What skills, knowledge or behaviours will your business and sector need in order to meet these challenges?
- Are there any specific trends you see as being particularly business critical?
- Where do you see the industry going in the longer term?



Recruitment challenges

- In 2014 a Creative Skillset Workforce survey found that, across the creative industries, 56% of respondents had found their job through informal recruitment methods whilst 48% had done unpaid work at some point in their career
- The advertising industry, like other creative industries, requires workers with a fusion of artistic and science (STEAM) skills who can use digital skills creatively. Unfortunately, the education system encourages children to specialize in either arts or science subjects.
- Class is perhaps the biggest barrier to the industry with 92% of advertising industry employees from a “more advantaged background”.¹⁴⁴ This compares to 54% of households which fell within the category ABC1 (non-manual) in a 2015 survey

Case study

An undergraduate placement scheme is helping our business thrive

Struggling to fill a skills gap, ProspectSoft hired an undergraduate - an approach that has since become vital for recruitment



Over the years we have had 102 people on placements join us and have employed nearly 60% of those in full-time positions. On average, they've gone on to spend another six years working with us.

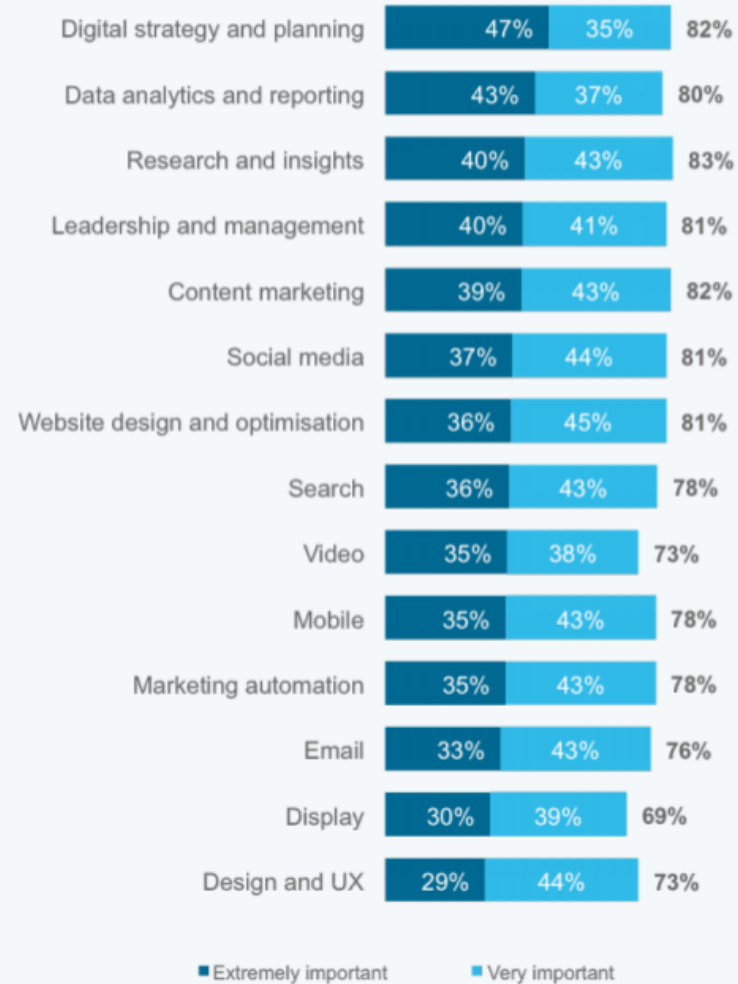
To say that our placement programme is important would be a huge understatement. Out of our 51 staff, we have recruited 38 people via placement and they are filling roles throughout the business, including one who is now a director.

Skills shortages

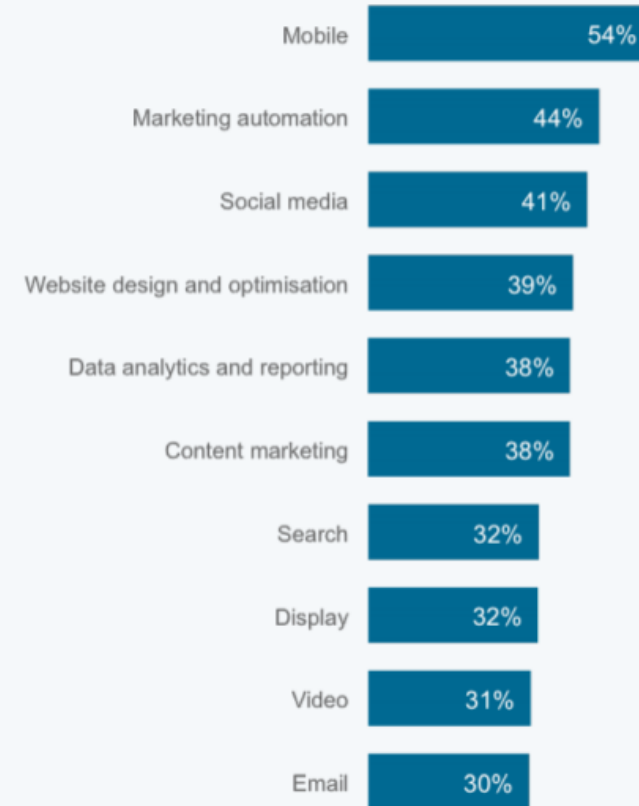
- Although 96% of the UK's leading Marketers believe digital marketing is important to the success of their organisations; 70% report that they are concerned about a digital skills shortage in the industry in the UK (Digital Marketing Institute, 2018)
- Many creative sub-sectors rely on European migrants to fill skill shortages. In 2015, approximately 5.5% of workers in IT, software and computer services were from EU nations and 8.4% from outside of Europe. For Publishing, [9.5% of the workforce was from Europe](#), while 4% was made up of non-European talent (Nesta)
- The channels for which UK organisations are currently experiencing the greatest skills gaps within their organisations and thus enlisting help from external digital specialist agencies (either fully managing or supporting in-house managers) are paid social media advertising (71%), paid search advertising (70%), marketplace selling (e.g. Amazon) (71%), and SEO (66%) (Digital Marketing Institute, 2018)
- With the rise of marketing specialisms and non-linear career paths, Target Internet's recent [Digital Marketing Skills Benchmark](#) found that marketers in junior roles generally lack knowledge of core marketing principals. With enhanced technical and digital knowledge, addressing the shortage of core marketing knowledge is a challenge for marketers today more than ever (Exchange, 2018)

Skills shortages

Importance of Skills Currently



IMPORTANCE OF SKILLS BY 2020

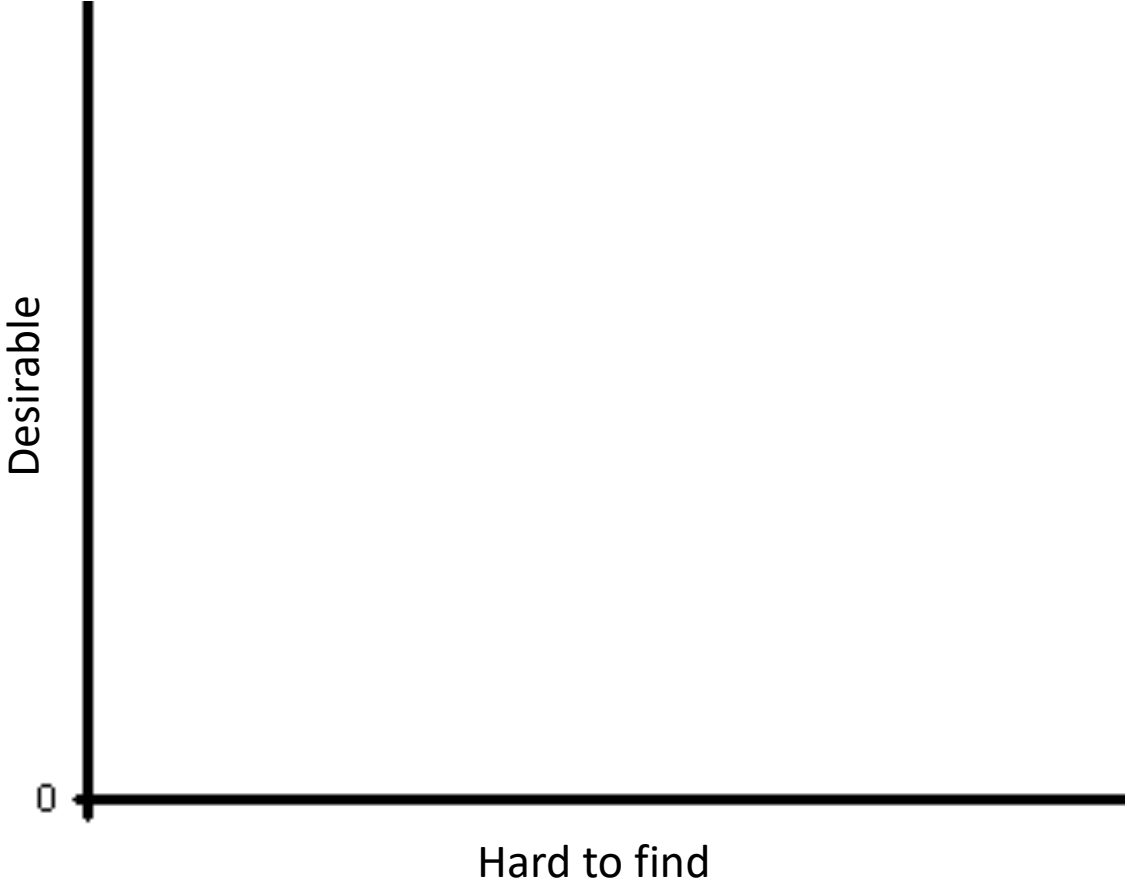


Discussion



- What challenges do you face when recruiting graduates?
- Are there any roles or areas where you have found it much easier to recruit? Why?
- Are there any roles or areas where you have found it much harder to recruit? Why?
- When you have made excellent graduate hires what has made them so successful?

Skills mapping exercise



The NTU talent pool for your sector

- 5749 (marketing/business related courses) for 17/18





Undergraduate course provision

Marketing courses:

- BA (Hons) Marketing
- BA (Hons) Business Management and Marketing

General Business courses:

- BA (Hons) Business
- BA (Hons) Business Management (In company)
- BA (Hons) International Business
- BA (Hons) Business Management and Entrepreneurship
- (Plus other Business Management &... course)

NB almost all undergraduate and postgraduate NBS courses have a **placement** year option (typically June or July for one year).



Postgraduate course provision

Marketing courses:

- MSc Management and Marketing
- MSc Marketing
- MSc Digital Marketing
- MSc Branding and Advertising
- MBA Digital Marketing

General Business courses:

- MSc Management
- MSc Management and International Business
- MSc Entrepreneurship (no year-long placement)
- MSc International Business (no year-long placement, but shorter internships sought)
- MBA



Other degrees

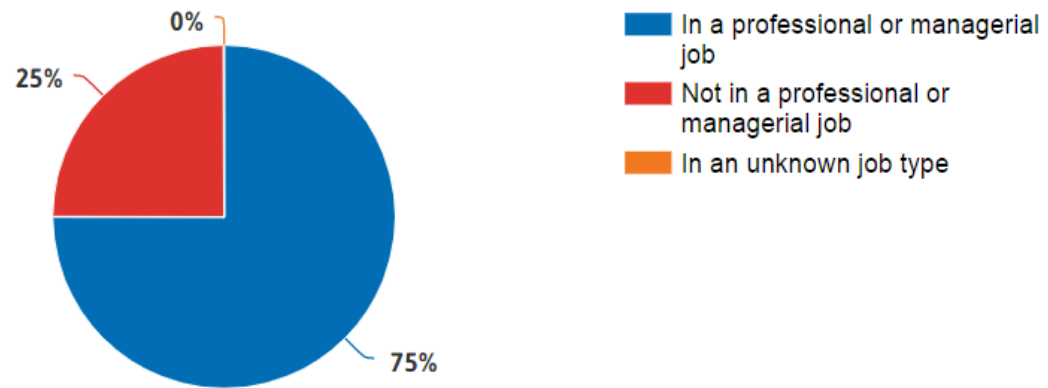
Corporate & Executive Education and in-company degrees:

- **Institute of Marketing courses:**

- **UG:** three UG Business & Management in-company degrees (with one, two or three years in company, where students study and work at the same time). The three year version is linked to the CMDA – Chartered Manager Degree Apprenticeship.
- **PG:** we offer the Senior Leadership & Management Degree Apprenticeship (similar to Executive MBA)
- As well as students from NBS, careers in ‘marketing’ are also attractive to students from **Arts and Humanities** (e.g. English, History or language students) and **Art & Design** students (e.g. Fashion Marketing & Branding)

BA (Hons) Marketing

Employment six months after the course



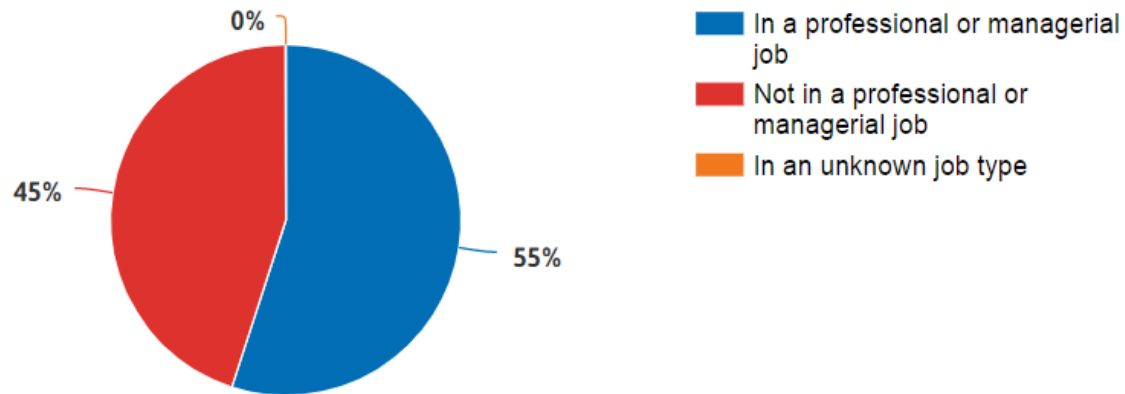
Most common jobs

These are the most common job types students do six months after finishing the course.

Job	%
Business and public service associate professionals	75%
Customer service occupations	20%
Sales occupations	10%

BA (Hons) History

Employment six months after the course



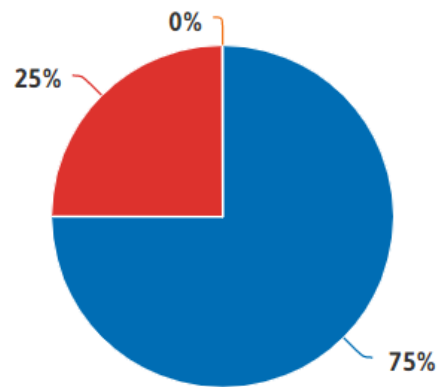
Most common jobs




These are the most common job types students do six months after finishing the course.

Job	%
Business and public service associate professionals	25%
Customer service occupations	10%
Elementary occupations	10%
Managers, directors and senior officials	10%
Sales occupations	5%
Natural and social science professionals	5%
Business, research and administrative professionals	5%
Administrative occupations	5%
Skilled trades occupations	5%
Engineering professionals	0%

BSc (Hons) Digital Media Technology

Employment six months after the course



-  In a professional or managerial job
-  Not in a professional or managerial job
-  In an unknown job type

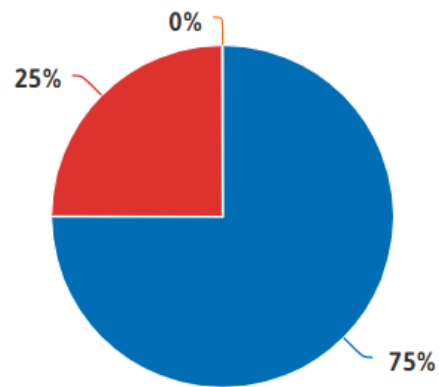
Most common jobs




These are the most common job types students do six months after finishing the course.

Job	%
Information technology and telecommunications professionals	50%
Administrative occupations	15%
Media professionals	10%
Business and public service associate professionals	10%
Artistic, literary and media occupations	5%
Animal care and control services	5%
Sales occupations	5%
Customer service occupations	5%

BSc (Hons) Digital Media Technology

Employment six months after the course



-  In a professional or managerial job
-  Not in a professional or managerial job
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Example roles and salaries



Graduate Marketing Executive- £18K



E-Commerce Sales Exec- £17K



Community Fundraiser- £22K



Social Media Manager- £18K



Public Relations Account Manager-£24K



Marketing & Sales Graduate- £22K





Case studies and opportunities to engage with NTU

Consultancy/Internships

- Group consultancy projects (PG including MBA) twice pa
- (PG) 8 week internships (can be unpaid as part of credit-rated modules)
- (UG) 16 week spring internships ((can be unpaid as part of credit-rated modules)

Personalisation modules

- (PG) Transformational Leadership and Development (TLD) Personalisation week
- (UG) Leadership and Employability (L&E) projects, in particular - Marketing and Entrepreneurship students
- (UG) Employment and Enterprise module which includes some work experience
- (UG) NBS discover week

Overall school projects

- Thinkubator Challenge held annually in November (1 afternoon of real life challenges)
- Digital Marketing 360 session (November- February)

AFFARI.®

Affari Media is a creative marketing agency based in Nottinghamshire, and ever since Managing Director Craig Brothers graduated from NTU in 2005, his relationship with the university has continued. The company has benefitted massively from the support offered by NTU which has helped the business to grow and develop, now employing 19 full-time staff, of which 6 are NTU graduates. In September 2016 Affari enrolled in NTU's Enabling Innovation programme and since then the company has gone from strength to strength by introducing innovation into their organisation through new graduate talent.

“Without the support from NTU, our business would not be where it is today. We have the ambition and desire for growth, and NTU has given us the opportunity to do just that. Not only in terms of funding, but business advice too.” Craig Brothers – Affari Media

The Talent for Innovation team, part of NTU's Enabling Innovation programme, provided 20% of a graduate's salary for 12 months which the company used to recruit a new Junior Motion Designer. The new role provided the organisation the ability to expand their animation and video offers to new clients, which now forms a vital part of the business which is going from strength to strength.

“The talent that comes from graduates is fantastic, there's a reason why everyone who has worked here either through work experience or from the Talent for Innovation programme has stayed here as a permanent member of the team,” says Craig.





One of Nottinghamshire's leading CRM and creative agencies formed its relationship with Nottingham Trent University about 4 years ago, when they were looking to recruit new talent into the business. Simon Elliott, Managing Director at Diversity Marketing in Arnold, said the company would traditionally look to recruit people who have 3-5 years' worth of experience working in the creative industry. *"We were struggling to get the right talent in,"* he said.

"We began working with the university and through the Enabling Innovation programme, we were able to employ talented graduates in Nottingham who had the right skills and who were perfect for our company. Having these talented graduates in the company helps the agency stay competitive in an ever evolving market," said Simon.

One of Diversity Marketing's recruitment success stories is Account Manager Bryony Wood who studied BA (Hons) Marketing, Design and Communication at NTU.

"Bryony has brought in a fresh perspective that has already added value on our existing client accounts. Most notably taking a new approach to an existing retail client on how we service their account," said Simon.

The Enabling Innovation programme offered a 20% contribution towards the cost of a graduate's salary for the first year, if they are employed by small or medium sized enterprise. This meant Diversity Marketing had more funding to put into management resources. The programme not only helped the business with their recruitment needs but they were supported in other areas of their company. For example the company were provided training on how to recruit the right kind of people for their business, along with support and training their more junior staff.


Another NTU graduate who has gone on to a successful career at Diversity Marketing is Riah Skeldon. She joined the businesses at the age of 25 as an Account Executive and she quickly her way up in the business to reach her current position as CRM Director.

"As an independent agency, it's great to have the support of a big organisation like NTU, who are really interested in helping us grow and develop. Purely down to geography we can sometimes feel slightly disconnected to the creative scene in the city because we are out of Nottingham's Creative Quarter. But NTU has helped us become more connected to this and we really value our relationship with the university." **Simon Elliot**
– Diversity Marketing



Graduate attraction plan





NEXT STEPS



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partnership
with

Department
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Pensions

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