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# Are Jobs in Field Marketing Recession-Proof? by Justine Fitton

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Field marketing is important for keeping a brand recognisable and establishing it as reliable and trustworthy in the eyes of the consumer. As the UK economy struggles to spark new growth, the importance of effective field marketing for both new and established brands cannot be undersold, making this an exciting time to apply for a career in field marketing.

To an outsider, field marketing can seem like a confusing selection of disciplines, encompassing a wide and varied range of services including sales drives, the creation of merchandise, offering samples, providing demonstrations (at roadshows or exhibitions, for example) or completing 'mystery shopper' tasks. The nature of consumerism means that taste and fashion changes, which makes a career in field marketing rich and rewarding, while providing insight into the world of retail, product development and branding.

With high unemployment across the country, for those who are looking for work who can boast strong communication skills, the ability to recognise problems and implement improvements and a keen interest in continuing professional development, a career in field marketing could be a shrewd choice. While some forms of product marketing only require input from development to launch, field marketing is by its very nature more hands on and concerned with the way products are sold and how the brand is viewed by the public.

There are a host of different approaches to product marketing, from 'quick fixes' to long term sales initiatives. A career in field marketing has the potential for workers to perfect and hone a diverse range of skills, such as identifying gaps in the market that your client's products can fill, learning about market and consumer trends and developing methods to promote products and establish strong branding.

But what if you do not hold any marketing qualifications? You should be encouraged to learn that a marketing degree is not essential if you are looking to apply for a career in field marketing. While a degree has the potential to fast-track applicants onto executive or management training schemes, this should not dissuade those with an interest in breaking into the industry who lack that piece of paper. It is recommended that those with little or no experience of marketing apply for entry-level jobs rather than aim for supervisory roles that may be out of their reach. Most field marketing companies have strong internal progression policies and workers that exhibit drive, passion and enthusiasm stand a good chance of being considered for promotion when vacancies arise.

Most field marketing agencies have pages on their websites tailored toward new applicants. Some companies even run sites catered specifically for recruitment, such as Cosine jobs. This, it is arguable, is evidence that the field marketing sector is growing, making now the time to apply for an exciting and challenging new career.

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Justine Fitton - About Author:
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search job vacancies in the company.

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