Job Opportunities at Field Marketing Agencies by Justine Fitton

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With the economy on a back footing, finding a job can be difficult without extensive working experience. Students who are due to graduate this year or who graduated last year are bound by the constraints of a competitive labour market, but those who know where to look can still find exciting job opportunities with expanding companies such as Cosine UK.

Cosine UK is an industry-leading field marketing agency with expertise in data-led field sales solutions. Despite the recession, Cosine has recently expanded its overseas operations with the launch of Cosine Benelux, proving that some resilient businesses have weathered the economic storm and are thriving in spite of adverse conditions. This is important to graduates who want to start their careers working for a rising star rather than a setting sun.

Cosine jobs offer prospective applicants a great deal of variety, ranging at the time of writing from energy sales consultant positions to market research project manager positions. Jobs like these often feature an attractive salary and scope for large bonuses, often uncapped and based on commission. For graduates with natural selling ability and some previous experience in a sales environment, these jobs represent the fast lane leading to wealth and success.

As well as graduate-level jobs which require previous sales experience, Cosine field marketing opportunities include entry-level jobs for people with little prior experience in a sales or marketing environment. One of the most attractive features of a career in field marketing is that it can be built from the ground up. Many high earners begin working in entry-level positions such as merchandising in a grocery store - after gaining some experience, entry-level workers are often able to move up to progressively more responsible sales and marketing positions until they have the proven experience required for a top job. Because sales and marketing positions are results-oriented, a candidate with little formal education but talent to compensate can make an impression more quickly than in many other careers. This attracts many school-leavers to careers in sales and marketing.

Another advantage of a career in field marketing is that the skills developed in a field marketing environment can be transferable to other marketing disciplines. Although barriers to entry may be lower in field marketing than in other disciplines, for example print advertising, an ambitious field marketing professional can gain the prerequisite awareness of how display and presentation impact sales to apply for other jobs. With impressive sales figures and a strong portfolio of design work to support their application, such a candidate might be able to land a skilled job elsewhere in the marketing world.

Field marketing can also be a source of supplementary income or a temporary source of income while studying or applying for jobs elsewhere. Many jobs are available on a short-term basis, but still provide valuable sales and marketing experience to include on a CV. This demonstrates to prospective employers that you are tenacious and results-oriented, which can often be a great advantage in the application process.

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Cosine UK is an award-winning and industry-leading UK field marketing agency. a Cosine field marketing strategies incorporate intelligent data-led field sales solutions that have earned Cosine a reputation for being the best in the business. Visit a www.cosineuk.com to find out more.

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