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Job Opportunities for Young People: Field Marketing by Justine Fitton

Article published on January 23rd 2012 | Marketing

There are so many different directions the recent graduate or summer holiday job seeker can take in the quest for work, it can be difficult to ditch the distractions, knuckle down and start building a career (or earning a temporary wage). Field marketing agencies provide some fantastic opportunities for young people to start making money, whether it's to prop up dwindling student loans or as the first intrepid steps into the working world.

Agency work has many advantages. For the recent graduate who plans to go travelling once they hit their monetary goal, temporary agency work is a great way to dodge the obligations that tie people into their long-term jobs. As an added bonus, if you do end up staying with an agency in the same job for a longer period, recent legislation means an employer contracting long-term work from an agency (over 12 weeks) owes agency employees many of the same rights as the people it employs directly - that means full access to subsidised staff canteens, gym services, staff parties, and many of the other benefits they offer permanent employees.

Field marketing makes a particularly attractive job for lots of different reasons. Work in this industry is often sociable - in many areas of marketing, personality is paramount, so you will often be working alongside some really memorable characters. Although work is always the central focus, there are often opportunities to share a laugh with your coworkers and have fun while getting the job done.

Compared to other types of agency work, the money in field marketing is not bad, and there is definitely potential to work your way up the ranks and build a career if that's what you want to do. There's also quite a lot of variety between field marketing jobs - they stretch from merchandising to events-based marketing and cover everything in between. This makes field marketing agency work an exciting and engaging way to earn a few bob during the summer.

Even when the rest of the economy is at a low point, marketing is important - some people would argue it's more important than ever when consumer spend drops below the average. This means there are plenty of jobs going in the marketing sector, many of which are most suitable for young people. It might be difficult to find a management job at an international marketing business, but getting a first foot on the ladder is easier than in many other lucrative industries, for example accountancy or law, leading many recent graduates to turn to field marketing for their first jobs.

Ultimately, there are so many different field marketing agencies and jobs out there that something is bound to be a perfect fit for your lifestyle and priorities. Whether you want to start a career or just begin chipping away at your mountain of student debt, the field marketing industry is a great place to be. Check out some of these Cosine jobs to get a feel for what's available.

Article Source:
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Article Keywords:
Cosine jobs, Cosine field marketing

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