

# CAREER CAPERS



## Georgie

### Marketing Communications Specialist

I work on the marketing for household brands like Command™ and Scotch®. This includes anything from a social media post to an advert on TV. I use analytical skills to make sure the campaigns run well.

I have to keep up with the latest trends in digital technology.



#### Qualification Needed

Bachelor's Degree in Marketing or Business

*If a company launches a new product, how would you get people to buy it?*

*"It's so exciting to see something I have worked on being shown on TV or on a billboard!"*

**Years of Experience**

5+

**Managerial Team Size**

0

**Social Responsibility**

4

**Practical Skills**

10%

**Academic Skills**

90%

In collaboration with:

# CAREER CAPERS



## WHO WORKS HERE?

