

Marketing: The Best Jobs You've Never Heard of

- Background:** The ANA Educational Foundation (AEF) responded to growing concern in the marketing and advertising industries over the challenge of attracting and retaining the best entry level talent. Marketers and agencies are facing an unprecedented talent challenge as millennials and generation Z look to build careers in other fields. Additionally, many students falsely believe that marketing is “just ads and selling stuff” and don’t understand the breadth of disciplines within marketing and advertising.
- Objective:** In a combined effort under the management of AEF, key marketers and agencies are supporting and promoting “The Best Jobs You’ve Never Heard of”, an initiative to market marketing to the next generation of students and attract diverse, engaged, and creative young minds.
- Target Audience:** College students and recent graduates of all backgrounds. A degree in marketing is not necessary.
- Opportunity:** It’s an incredibly exciting time to join the marketing/advertising industry. As brands respond to rapidly changing technology and an ever-complex society, the industry continues to evolve and include different disciplines and skillsets.
- Support:** The scope of responsibilities within the marketing industry continues to grow and evolve. Some of these areas include: digital design, branding, social movements, live experiences, retail innovation, product development, market research, data and analytics, and more.
- Key Messages:**
- Many students are unclear on what a career in modern marketing means and assume it’s just selling products.
 - Students from all disciplines—including English, journalism, engineering, computer science, finance, consulting, sociology and more—can apply their learnings to a variety of marketing areas.
 - Marketers are looking for new talent who display analytical and critical thinking, creativity, high-level communication skills, cultural awareness and leadership potential.
- Call to Action:** **Students are encouraged to learn more about “The Best Jobs You’ve Never Heard of” and view the job board at www.ANA.net/BestJobsEver.**

The site features exciting entry-level opportunities from a range of companies, including American Express, P&G, Sephora, IBM, Mastercard, L'Oréal USA, Verizon, McCann, The Ad Council, Publicis Media, Intersection, IW Group, R/GA, Horizon Media, NASDAQ and more. The job board will be updated weekly, so be sure to check the site frequently.