



Marketing & Sales Director


FAB Futures
FOCUSED AMBITIOUS BRIGHT



 Marketing and sales directors plan, organise and direct market research and formulate and implement an organisation's marketing and sales policies.

 3.8% rise in employment over the next 5 years.

 Typically working 38 - 40 hours per week including evenings and weekends attending events.

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- Produces and/or assesses reports and recommendations concerning marketing and sales strategies.
 - Examines and analyses sales figures, advises on and monitors marketing campaigns and promotional activities.
 - Liaises with other senior staff to determine the range of goods or services to be sold.


For more information please visit
wigan-leigh.ac.uk





Advertising & Public Relations Director



 Advertising and public relations directors plan, organise, direct and coordinate the advertising, public relations and public information activities of an organisation.

 3.67% rise in employment over the next 5 years.

 Typically working 38 - 40 hours per week including evenings and weekends attending events.


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- Directs the arranging of conferences, exhibitions, seminars to promote the image of a product, service or organisation.
 - Reviews and revises campaign strategy in light of sales figures, surveys, and other data and takes appropriate corrective measures if necessary.
 - Conceives advertising campaigns to impart the desired product image in an effective and economical way.


For more information please visit
wigan-leigh.ac.uk




Human Resource Manager

 Human resources (HR) managers develop, deliver and manage HR policies and plans.

 3.67% rise in employment over the next 5 years.

 Typically working 38 - 40 hours per week.

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- Supporting managers in getting the best out of their staff.
 - Planning staff policies.
 - Designing and advising on company benefits packages.

For more information please visit
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