



Your Degree or
Masters in Marketing

What
next?

A Career in Marketing

Graduating with a Degree or Masters in marketing opens up a wide variety of career paths. NCI graduates work in roles across Marketing, Advertising, Sales, Recruitment, Business Development and a range of other business areas. To make the most of these opportunities take the time to investigate each area — think about what you are looking for, review companies and job descriptions, speak with alumni, and explore industry trends. By researching your options thoroughly, you will be better equipped to make informed decisions about your future.

Competing in the graduate jobs market as a Marketing Graduate

The marketing industry is dynamic and highly competitive, so it is essential to approach the graduate jobs market with preparation and purpose. Employers want candidates who can demonstrate practical skills, relevant experience, and a genuine interest in the field. The more you can build your skillset, experience, and professional connections outside of your formal studies, the stronger your competitive advantage will be.

Here are some steps you can take to stand out

- **Pursue work placements and internships.**
- **Build and refine your digital presence.** Use blogs, websites, or personal social media accounts to practice content creation, test strategies, and analyse performance data.
- **Gain practical experience through part-time work or volunteering.** Freelance projects, involvement in student societies, or taking on marketing roles for local businesses and charities will all help you develop the skills employers value.
- **Make the most of your final year Capstone project or any other marketing projects or case studies.** College projects allow you to gain real hands experience and industry insights, so make the most of these opportunities and ensure to include this experience in the relevant section of your CV.
- **Attend the annual 'Festival of Marketing'** and other Career networking events arranged by the NCI Careers Service.
- **Engage in professional networking.** Join relevant marketing groups, attend industry events and connect with professionals and marketing alumni on LinkedIn to expand your network and stay informed.

The following list is of some associations that may be of interest:

- **CIM Ireland** Chartered Institute of Marketing: <https://regions.cim.co.uk/ireland/home>
- **IAP** Institute of Advertising Practitioners in Ireland: <https://iapi.ie/events-training>
- **ICAD** Institute of Creative Advertising and Design: <https://icad.ie>
- **Marketing in Ireland Community** Professional support community for immigrant marketers in Ireland: <https://buymeacoffee.com/marketinginireland>
- **Marketing Society of Ireland** <https://marketingsociety.ie/events>
- **Media & Advertising Professionals in Ireland** LinkedIn Group: <https://www.linkedin.com/groups/833417>
- **MII — Marketing Institute of Ireland** <https://mii.ie>
- **PRII, Public Relations Institute of Ireland** <https://www.prii.ie>
- **The Marketing Meet Up** <https://themarketingmeetup.com/location/dublin>

Complete free online certifications to build your technical knowledge and credentials

Some suggestions below:

- **Google** (<https://bit.ly/Googlemarketingcourses>). The Fundamentals of Digital Marketing is a very popular free programme.
- **HubSpot** (<https://academy.hubspot.com>). Free courses on inbound marketing, content marketing, social media, email marketing.
- **Meta Blueprint** (<https://www.facebook.com/business/learn>) Free courses focused on social media marketing, advertising and campaigns on Meta platforms.
- **LinkedIn Learning** (<https://www.linkedin.com/learning>) One month free trial option.
- **Coursera** (<https://bit.ly/freecourseracoursessearch>)

Articles and sites with information on developing a career in Marketing

The following articles and websites offer insights and industry information to help you explore career paths in Marketing:

- **Adworld** Industry News: <https://www.adworld.ie>
- **Alternatives** Salary & Marketing Workforce Report 2025: <https://bit.ly/Alternatives2025>
- **Careers Portal** Marketing Executive Profile: <https://bit.ly/CPMarketingExec>
- **IAP** Careers Guide <https://iapi.ie/careers-guide>
- **IAP** Careers Spotlight (Video Series) <https://bit.ly/IAPICareervideos>
- **IAP** – The Role of the Media Buyer and Media Planner <https://bit.ly/IAProleofmediabuyer>
- **Marketing Magazine, Monthly Marketing, Advertising and Media Magazine** <https://marketing.ie/about-us>
- **What Can I Do With My Degree in Marketing, Prospects?** <https://bit.ly/ProspectsDegreeinmarketing>
- **Social Media Manager Simulation** Complete 8 interactive activities to explore the role (gradIreland login required): <https://bit.ly/gradirelandSMSimulation>
- **How Do I Get a Graduate Job in Marketing — Targetjobs?** <https://bit.ly/TJJobinMarketing>

Marketing and Advertising Agencies

The following is a selection of marketing and advertising agencies in Ireland:

Visit each agency's website to see the campaigns they have run, the brands they work with etc. Then look them up on LinkedIn and review the staff profiles. You will be able to review the kind of roles in each organisation, the career paths people have taken, and the skills, experience and courses that helped them get there. You can review their posts and activity feeds and send connection requests to begin building your professional network in the sector.

- **BITEMARK** Full service advertising agency: <https://bitemark.ie> <https://www.linkedin.com/company/wearebitemark>
- **Boys+Girls** Creative Agency: <https://www.boysandgirls.ie> <https://www.linkedin.com/company/boys-and-girls>
- **Connelly Partners** Independent, full-service ad agency: <https://www.connellypartners.com>
<https://www.linkedin.com/company/connelly-partners>
- **Core** Marketing & Communications Company: <https://www.onecore.ie/careers>
<https://www.linkedin.com/company/core-irl>
- **Dentsu Ireland** Advertising Agency: <https://www.dentsu.com/ie/en>; <https://www.linkedin.com/company/dentsu>
- **Droga5** Creative Agency: <https://droga5.ie> <https://www.linkedin.com/company/droga5>
- **Dunhumby** Customer Data Science Platform: <https://www.dunhumby.com/ireland>
<https://www.linkedin.com/company/dunhumby>
- **EightyTwenty** Digital and social marketing agency: <https://eightytwenty.digital>
<https://www.linkedin.com/company/eightytwenty>
- **Forsman & Bodenfors** Advertising Agency: <https://www.forsman.com>
<https://www.linkedin.com/company/forsman-&-bodenfors>
- **Fuzion** Integrated Brand Communications Agency: <https://www.fuzion.ie/about/careers>
<https://www.linkedin.com/company/fuzion-communications>
- **Goosebump** Creative Services Agency: <https://www.goosebump.ie>
<https://www.linkedin.com/company/goosebump-marketing-agency>
- **Havas Dublin** Creative, Media, Corporate PR and Consultancy: <https://ie.havas.com>
<https://www.linkedin.com/company/havasdublin/people>
- **In the Company of Huskies** <https://www.inthecompanyofhuskies.com>
- **Limelight Media** Creative Communications Agency: <https://limelightmedia.ie>
<https://www.linkedin.com/company/limelightmedia>
- **Lites Group** Field Marketing: <https://litesgroup.ie/roles.html> <https://www.linkedin.com/company/lites-group-ltd>
- **Madcraft** Creative Digital Agency: <https://madcraft.co> <https://www.linkedin.com/company/madcraftcompany>
- **Ogilvy** Advertising and Marketing Agency: <https://www.ogilvy.ie> <https://www.linkedin.com/company/ogilvy-dublin>
- **OMD** Omnicom Media Group agency and part of Omnicom Group: <https://omg.com/ireland/company/omd>
<https://www.linkedin.com/company/omd-ireland>
- **Originate Creative**, Marketing Agency: <https://originate.ie> <https://www.linkedin.com/company/originate-creative>
- **PHd Media**, Global Media and Marketing Communications Agency: <https://www.linkedin.com/company/phd>
<https://www.phdmedia.com/ireland>
- **Publicis Dublin, Advertising Agency** <https://publicis.ie> <https://www.linkedin.com/company/publicis-dublin>
- **Spark Foundry** Advertising Services Part of Core: <https://www.onecore.ie/media/sparkfoundry>
<https://www.linkedin.com/company/sparkfoundry>
- **Stacks Creative** Brands, Websites, and Digital Marketing Campaigns: <https://www.stacks.ie>
<https://www.linkedin.com/company/stacks-creative>
- **Starcom** Media planning and buying specialists and part of Core: <https://www.onecore.ie/media/starcom>
<https://www.linkedin.com/company/starcom-ireland>
- **TBWA\Ireland** Creative Agency: <https://tbwa-ireland.com> <https://www.linkedin.com/company/tbwa-ireland>
- **Zenith** Full service media planning and buying agency: <https://www.onecore.ie/media/zenith>
<https://www.linkedin.com/company/zenith-ireland>

Who employs Marketing Graduates from NCI?

The NCI Careers Team publishes a Graduate Outcomes Report every year, detailing where graduates are employed or pursuing further study nine months after graduation. Explore over 10 years of graduate destinations and trends at: <https://bit.ly/NCIGradDestinations>. The following is a sample of jobs and employers for BA (Hons) Marketing Practice Graduates over the past number of years:

Sales/Client Service/Recruitment Roles

AA Insurance Sales Specialist; **Accenture Customer Service** New Associate; **Azon Recruitment Group** Recruitment Consultant; **Charles Taylor** Customer Success Associate; **Coca Cola** Business Development Specialist; **MCK Global Recruitment** Recruitment Consultant; **MongoDB** Senior Account Development Representative UKI; **One Agency** Senior Recruitment Executive; **Peninsula, UK** Business Sales Executive; **Sacia Group** Sales Graduate; **Sanderson** Recruitment Consultant; **The Printed Image** Sourcing Executive.

Marketing Roles

Accenture Social Media Account Executive; **Amray Medical** Account and Marketing Manager; **Brew21** Social Media Manager; **Bray Credit Union** Digital Marketing Executive; **Bright** Content Marketing Executive; **Carrolls Irish Gifts** eCommerce Merchandiser; **Clayton Hotel Cardiff Lane & Conference Centre** Sales and Marketing Administrator; **Concentrix** Social Media Escalation Advisor; **Core** Paid Search Associate; **Core Communications Ireland** Telecommunications Technician; **Dentsu** Account Executive; **Evolve** Marketing Account Manager; **Feadóg Teoranta** Social Media and Web Specialist; **HardMetal** Marketing Assistant; **Harvey Norman Ireland** Advertising Coordinator; **Hypertopic, UK** Marketing Executive; **Joe Duffy** Marketing Executive; **Kaseya** Account Manager; **Kent Stainless** Marketing Executive; **Lites Group Ltd** Account Executive; **Manna Drone Delivery** Marketing Executive; **Moffett Automated Storage** Marketing Executive; **Omnicom** TV Buyer; **Primark** Marketing Assistant; **Primeline Group** Marketing Executive; **Publicis** Client Services Team Intern; **Radisson Blu Royal Hotel Dublin City** Sales and Marketing Coordinator; **Raw Marketing** Brand Ambassador; **Seagreen Ltd** Digital Marketing Executive; **Smarter Surfaces** Marketing Intern; **Sonica** Marketing Executive; **Stacked** Sales Account Manager; **Thérapie Clinic** Junior Social Media Executive; **Vistatec** Marketing Solutions Project Manager; **Waxperts** Social Media Executive; **Wavemaker a media** Account Executive; **Woodie's** Marketing Intern; **WrKit** Junior Marketing Executive.

Other Graduate Roles

Amazon Investigation Specialist; **Dunnes Stores** Fashion Buyer Administrator; **GemPool Recruitment** Recruitment Consultant; **HubSpot** Inbound Success Coach L2; **Lifestyle**

Sports Buying Assistant; **Oracle** Cloud and Data Consultant; **SS&C Technologies** Payment Administrator; **The Citco Group Limited** Investor Relations Administrator; **Westforce Construction** HR Administrator/Recruiter; **Workday** Senior Associate Corporate Sales Development.

The following is a sample of jobs and employers for MSc Marketing Graduates over the past number of years:

Marketing Roles

Accenture Social Media Integrity Agent; **Accenture** Social Media Marketing Specialist; **Coca-Cola HBC** Channel Marketing Activation Executive; **Core** Client Associate; **Cosmos.ie** Digital Marketing Intern; **Danone** Assistant Brand Manager for Paediatrics; **Eason & Son Ltd** eCommerce Assistant; **Ebow** Digital Marketing Specialist; **Evai.io** Social Media Manager; **Hire Up** Marketing Executive; **Horkans Group** Marketing Assistant; **IMS Marketing** Digital Account Manager; **Irish Aviation Authority** Marketing Associate; **KPMG** Marketing Assistant, R&D Tax; **Longford Town Football Club** Digital Media and Marketing Executive; **Member First Credit Union** Marketing Executive; **Odgers Berndtson Ireland** Marketing Executive; **OMG** Account Executive; **Savills Ireland** Marketing and Communications Graduate; **SecuriCentrix** Marketing Coordinator; **Smart Site Media** Digital Marketing Executive; **Staycity Group** Guest Services Manager; **Swords Pavilions Shopping Centre** Marketing and Promotional Manager; **The Agile Executives** Marketing Executive; **The Kind Brand Company** Digital and Sustainability Graduate; **Virgin Media** Commercial Marketing Graduate; **Virgin Media Television** Partnership Delivery Executive.

Other Career Areas

Accenture Location Services Analyst; **Allianz** Customer Service and Sales Representative; **Bright HR** Business Software Consultant; **Covalen Solutions** Generative AI Annotator; **Department of Housing, Local Government and Heritage** Clerical Officer; **Eason & Son Ltd** eCommerce Assistant; **ECS Ambassadors** Europe Career Support Ambassador; **eir Ireland** Sales Representative (SMB); **Infosys** Process Executive; **Intel** Talent Coordinator; **LOL Liquors** Growth Officer; **PaddyPower** Escalation Manager; **PTSB** PTSB Graduate Programme, Corporate Development; **Rhino Distribution** Sales Administrator; **Ryanair** Network Planning Analyst; **Version 1** Office Operations Administrator.

What postgraduate courses do NCI Marketing Graduates choose?

DCU MSc Digital Marketing
DCU MSc ECommerce
National College of Ireland MSc Marketing
National College of Ireland MA Human Resource Management
National College of Ireland MSc International Business
National College of Ireland MSc Management
Pulse College Diploma in Film Production – Communication and Media Studies
Queens University Belfast MSc Marketing
Trinity College Dublin MSc Digital Marketing Strategy
UCD Smurfit MSc Marketing
UCD Smurfit MSc Digital Marketing
UCD Smurfit MSc Marketing and Retail Innovation
UCD Smurfit MSc in Management Consultancy

Where to look for opportunities

NCI Resources

- List of live graduate programmes compiled by NCI Careers: <https://bit.ly/NCIListofGradProgrammes>
- NCI online jobs board: <https://ncirl-csm.symplicity.com>
- LinkedIn Alumni tool – See where past NCI Marketing graduates are working: <https://bit.ly/NCIMarketingAlumni>

Other Resources

- Activelink – Opportunities in the not for profit sector: <https://www.activelink.ie/vacancies>
- IAPI Jobs Site: <https://iapi.ie/jobs>
- Alternatives Recruitment Agency – Marketing, Digital, Commercial Full time and Flexible Jobs: <https://www.alternatives.ie/jobs> Careerjet: <https://www.careerjet.ie/marketing-jobs>
- CCI Executive Search – Non-profit sector recruitment: https://careersportal.ie/careers/detail.php?job_id=286
- For Purpose: Graduate programmes in the not for profit sector: <https://forpurpose.ie/current-vacancies>
- gradireland: <https://gradireland.com/graduate-jobs>
- Indeed (Marketing Graduate Jobs): <https://bit.ly/IndeedMarketingIreland>
- Irishjobs: <https://www.irishjobs.ie/jobs/marketing>
- Jobs.ie: <https://www.jobs.ie/jobs/marketing>
- LinkedIn Jobs: <https://bit.ly/LIMarketingJobsIreland>
- PRII Jobs Site: <https://www.prii.ie/job-listing.html>
- Prosperity: <https://www.prosperity.ie/jobs>
- Publicjobs: <https://publicjobs.ie/en>
- TalentHub Recruitment Agency: <https://talenthub.ie/find-a-job>
- WAM – AHEAD Graduate Programme for graduates with a disability: <https://www.ahead.ie/currentopportunities>

Using Boolean Search with job boards

Using a Boolean Search such as the one below will help you search the job boards for a wide range of HR-related graduate roles in Dublin by including multiple job title variations that employers might use. It increases your chances of discovering relevant opportunities, even if they are listed under slightly different titles. This list should be edited to target roles you are most interested in.

“Advertising account executive” OR “Advertising Executive” OR “Affiliate Marketing Executive” OR “Brand Ambassador” OR “Brand Graduate” OR “Brand Manager” OR “Communications Assistant” OR “Communications Graduate” OR “Content Partnership” OR “Copywriter” OR “Direct Marketing Executive” OR “Digital Client” OR “Digital Graduate” OR “Digital marketer” OR “E-Commerce Graduate” OR “E-Commerce Intern” OR “Email Marketing Specialist” OR “Entry Level Marketing” OR “Exchange Associate” OR “Fundraising Assistant” OR “Fundraising Trainee” OR “Graduate Communications” OR “Graduate Fundraising” OR “Junior Marketing” OR “Market Research Analyst” OR “Market Research Executive” OR “Marketing Assistant” OR “Marketing Consultant” OR “Marketing Executive” OR “Marketing Graduate” OR “Marketing Intern” OR “Marketing Trainee” OR “Merchandiser” OR “Media Buyer” OR “Media Planner” OR “Media Sales” OR “Media Strategy” OR “PPC specialist” OR “Paid Search” OR “SEO” OR “SEO Client Manager” OR “Social Lead” OR “Social Media” OR “Social media manager” OR “Social Strategy” OR “Sponsorship Coordinator” OR “Trainee Marketing”.

Alternative career pathways

About one-third of all graduate jobs are advertised for graduates of any discipline. Examples of these jobs include management trainee positions, marketing and sales, research, banking, etc. You also have the option of taking a postgraduate conversion course when you graduate. Pursuing a postgraduate conversion course will allow you to alter your original career path, to think beyond previous educational restrictions, such as CAO points, and open the door to a new career path that you really want. Postgraduate conversion courses exist in Teaching, Law, IT, HR, Advertising etc.

How can the Careers Service help you?

The Careers Service supports students in exploring their career options and connects students with employers. You can book an appointment with your careers consultant to help you decide your next step in your career. Login to ncirl-csm.symplicity.com to see the full range of Career events and supports available, to view the jobs board and to and book an appointment with your Careers Advisor today.

Disclaimer: Information is provided in good faith by the NCI Career Development & Employability Service. NCI, the Career Development & Employability Service, and any contributing third party shall have no legal liability or responsibility for any individual's decision made on the basis of this information.



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