

# My future profession - customer marketing manager



Student of Moscow State Pedagogical University, faculty of Advertisement and PR, 2ed  
course

Belousova Anastasia

# HOW TO FIND A JOB?

- ▶ If you want to find a job you must find a vacancy at first. For example, I searched it in the site <https://www.indeed.co.uk>
- ▶ On this vacancy you should know your salary and opportunities.



## Customer Marketing Manager

Veritas - Marketing - London

£40,000 a year

Permanent

This is a fantastic opportunity to join a small but hugely impressive, growing and extremely well backed food business to further develop the Convenience/Wholesale/Impulse channel - they are already successful in the major multiples - as well as gaining new listings in Impulse, Convenience and High Street Retail. With a unique, healthy, snacking/food on the go product in funky flavours and fabulous packaging, there is a whole raft of opportunity for someone to stamp their own mark across the role and make it their own.

### The Opportunity:

It's a hugely in-depth role – not just an ordinary Shopper Marketing or Trade Marketing role – you will get involved in everything in respect to the brand and then take it to new markets. You will create and drive the channel marketing activity in line with the Brand & Comms plan and will work closely with trade customers, the brand and commercial teams. You will manage channel activation projects as well as specific NPD launch activity within the convenience and impulse channel. In addition, you will liaise with PR, Creative and Data agencies to support our Trade Activation plans.

Apply Now



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### You:

This is a huge chance for a passionate and super-enthusiastic Trade & Shopper Activation Manager to get out of the constrained corporate FMCG world and use the skills and experience they have developed in their career to date. You will be in FMCG in a Shopper/Brand/Trade Activation role, preferably in a branded chilled/impulse business. You will have bundles of energy, great vision and a knack for spotting and exploiting opportunities. Fast paced, confident and capable, very creative with a passion for food combined with natural curiosity for shoppers, consumer trends and new products.

Apply Now

apply button with a copy of your up to date cv in



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If you wish to apply for this role, please click on the apply button with a copy of your up to date cv in word format quoting ref number 6237/5gj

Not right for you? We'd still like to speak with you about other sales, marketing or category management opportunities, so please do send an up to date copy of your CV in Word format and we will call you.

Apply Now

Partnership Ltd are reviewed by our team of



# HOW TO FIND A JOB?

- ▶ Then you should to write Cover Letter and CV (Curriculum vitae).
- ▶ For example I show you my Cover Letter and CV.



# EXAMPLE OF COVER LETTER

## COVER LETTER

Dear ~~mr/mrs~~...,

I'm writing to you regarding your advertisement for a Customer Marketing Manager, which I saw on <https://www.indeed.co.uk>. I would like to submit an application. Please find my CV attached.

I believe that I meet all the requirements you outline in your advertisement. Right now I'm studying at MSPU, faculty of Advertisement and PR.

I have all of the needed skills: knowledge in Microsoft Office, Internet, Adobe Photoshop and keynote.

I'm very communicative, responsible and purposeful person, which is really important for this vacancy.

If you require any further information, or would like to arrange an interview, please contact me at [stacybelousova@yandex.ru](mailto:stacybelousova@yandex.ru) or call me on 6759374763. I look forward to hearing from you as soon as you have an opportunity.

Yours faithfully,

Anastasia Belousova

BELOUSOVA ANASTASIA NIKOLAEVNA

[STACYBELOUSOVA@YANDEX.RU](mailto:STACYBELOUSOVA@YANDEX.RU), 6759374763

135 LENINSKY AVENUE, MOSCOW

# EXAMPLE OF CV

## PERSONAL PROFILE / CV

I am a second year Advertisement and PR-manager student at the Moscow State Pedagogical University. During my studying at the university I developed great communication, presentation and analytical skills. I am purposeful and responsible person. I have excellent leader qualities, moreover I am really convincing.

## EDUCATION

September 2017 and now– Present Moscow State Pedagogical University  
September 2006 – May 2017 - Moscow Comprehensive School №109

## WORK EXPERIENCE

Unfortunately, I have no work experience in this sphere.

## ADDITIONAL SKILLS AND INTERESTS

Photoshop Skills

Beginner Level of English

Internet skills

MS office skills (Excel, Word, Power Point and etc.)

# COMMON QUESTIONS

- ▶ Interviewer or employer can ask you some more open/common questions. There are 8 of them:
- ▶ 1) Tell me a little about yourself;
- ▶ 2) Where do you see yourself 5 years from now?
- ▶ 3) What are your strengths / weaknesses?
- ▶ 4) What is your leader style?
- ▶ 5) Can you tell me about a time when you demonstrated...( leader skills, for example) ?
- ▶ 6) Tell me about a time when you dealt with a challenging situation at work;
- ▶ 7) Why do you want this job?
- ▶ 8) Why should we hire you?



# And...

- In the end I want to give you some advices:
- 1) Be honest;
- 2) Prepare for common interview questions;
- 3) Arrive 15 minutes early to an interview (don't be late);
- 4) Do not speak negatively about your previous employers and job;
- 5) Dress for interview success:
- 6) And more important: Do not worry!





A wide-angle photograph of a beach at sunset. The sky is a vibrant orange and red, transitioning into a darker blue at the horizon. The ocean is calm with gentle waves lapping at the shore. In the distance, a range of mountains is silhouetted against the bright sky. In the foreground, two small figures of people are walking along the wet sand, their reflections visible in the shallow water. The overall mood is peaceful and serene.

# THE END.

Thanks for watching.