

A Recipe for Success

What do you do?

I am a Marketing Officer at Jersey Finance.

Give a short description of what you do on an average day?

Working in marketing can be incredibly varied, and no day is ever the same. For instance, one day your tasks may include writing a press release in response to specific event or piece of news, or designing a new banner or brochure; whereas the next day may involve providing support at a conference or helping to plan an event somewhere else around the world.



Josh Bisson – Marketing Officer

What training have you undergone?

Having worked in marketing for more than six years, I have received various forms of training, which have all helped me develop and progress in my role. This has included: learning how to use new systems, such as Campaign Monitor for sending direct mail campaigns, or a CRM system for managing a contact database; anti-money laundering (AML) training; learning how to use creative programmes, such as Illustrator, Photoshop and InDesign; website training and much more.

In terms of professional qualifications, I have completed my Chartered Institute of Marketing (CIM) Professional Certificate in Marketing; my CIM Professional Diploma in Marketing; a Diploma in Online Marketing; and a Diploma in Social Media Marketing & Online Reputation Management.

I also have a BA Honours degree in Magazine Journalism and Feature Writing.

What skills do you require for this role?

As with most jobs, the skills required for a role in marketing can be quite varied. In terms of my role, I do a lot of copy writing and frequently work on our branding and communications, therefore good written communication skills, creativity and attention to detail useful skills to have. Depending on your role, good networking and interpersonal skills can also prove to be very useful.

However, no matter what career path you end up on, good organisation/time management skills, a willingness to learn, and the ability to learn from your mistakes are all essential to becoming successful.

What would be your advice for school leavers and graduates aiming to get on the career ladder?

First, I would say think about what you enjoy doing, what you're good at and where you would like to be a few years down the line – it always helps to have an idea of what you wish to achieve in the future. I'd also suggest taking every opportunity you can to develop new skills and knowledge, whether that be completing a relevant qualification, or learning new digital or networking skills. Lastly, I'd say always try to be positive, productive, principled and proactive!

Favourite inspirational quote?

"The best way to predict the future, is to create it" – Abraham Lincoln