

ISLIP HIGH SCHOOL

The Future in Business Technology



Custom Computer Specialists
Right People. Right Results.®



INTRODUCTION

Coral Paige Marketing Communications Coordinator

- Writing, researching, designing
- I love to write and I love the psychology and history of advertising and pop culture, the evolution of brands and business, where they intersect with policy and social changes.
- My job enables me to be creative, think out of the box, and make an impact

What are the key attributes of a successful Marketing Professional

- Creativity, an “idea person”
- Excellent time management and organizational abilities
- Team player
- Excellent command of the English language...punctuation, proper syntax, excellent proofreading and copy editing skills
- Outgoing and personable
- Ability to communicate complex ideas and concepts simply and easily

If you want to be a Marketing Communications Coordinator

- ▶ You'll need:
 - 4-year degree
 - Internships are always helpful, though not required. If you can find them while in college, take advantage of them! It elevates your career path and puts you ahead of other graduates with whom you will be competing for jobs. Do anything extracurricularly that helps you stand out from the pack.

Job Market Outlook for Marketing Communications Coordinator

- Current job market is showing growth, especially in tech sectors
- 13% job growth from now through 2022
- Competition for entry level positions is especially strong. Make yourself stand out. Take advantage of every opportunity! Internships, writing for your school paper, or doing other related extracurricular activities that make you stand apart from the herd.
- Keep a digital idea “book” where you keep and develop your ideas so you have something to show potential employers.