

## H. - PhD History, 2010

### UCL Faculty:

- Social and Historical Sciences

### Current Role:

- Marketing Manager

### Previous Roles:

- Marketing Assistant
- Marketing Executive

### Sectors:

- Media
- Social & Market Research
- Communications

H. is a Marketing Manager for Harper's Bazaar and Esquire Magazine. Prior to this position he completed a two week internship in the ITV Marketing Department, which enhanced his motivation to extend his career in television, and he later secured the position of Marketing Executive for Drama, Soaps and ITV3 at ITV.

H. believes his academic background helped him to secure his roles. While H. had not yet acquired television experience, he suggests that his PhD was desirable in securing employment in television and that this qualification added credibility to the notion of his competency. However H. had entered an industry which he admits had 'very little to do with (his) PhD' so he faced challenges of unfamiliarity upon entering this sector. He was required to complete a second masters for one of his roles and he achieved this degree in a television history-orientated programme at Birkbeck University.

Part of H's current role involves implementing the knowledge and technical skills gained from his PhD in work that requires analysis and making use of data. The non-technical skills that H. uses in order to deliver objectives include project management, broader management of people and resources, presentation, teamwork, collaboration, communication and influence. The importance of connecting with people is apparent in H.'s career as he found his current role through networking and studying at Birkbeck University. While at UCL, H. believes he developed his skill set and benefited from the Careers Service and the Graduate School's skills training activities such as the computer courses, the *European Computer Driving Licence*, presentation skills courses and the City course, which involved experience at City institutions.

For current PhDs about to enter the academic or non-academic job markets, H. has this advice, 'Start at the bottom. Just get your foot in the door.' H. recalls taking a Team Assistant's position at ITV in order to forge his way onwards and upwards. Reflecting on his decision to do a PhD and the career that followed, H. believes that his doctorate stood him 'in good stead' and that others in his field seemed to give him more respect because of it.

**Tags:**

■ Social and Historical Sciences, Social & Market Research, Communications, Media, Managerial, Non-Academic