

Roshni Tulsiani, Senior Media & Marketing Manager at Sky



Course of study	History MA
Year of graduation	2015
City / Region / Country	London

1. Tell us more about your job; an example of day-to-day work, average week, or a recent project (or how would you describe your job to a friend?).

I work in the campaigns & advertising team for Sky TV, which includes working on multi-million pound advertising campaigns to showcase the great products and services Sky have to offer. My average work week is never average! Each day brings a whole new set of tasks and challenges that keeps my job varied & interesting.

2. What attributes make someone successful in this job (or what skills are involved in your current role)?

Communication skills are absolutely key to a role in marketing and media. You will have to interact with various senior stakeholders, external agencies and internal teams to successfully launch a campaign - it truly is a team effort. Second to strong communication skills, being analytically minded will place you in very good stead. At the heart of every successful marketing campaign is a core consumer truth. Being able to recognise and elevate this is no easy feat.

3. What do you like most about your job?

I love content. So I relish the fact that I get to bring this passion into my daily work. Despite having worked on several campaigns, it never ceases to fill me with pride and joy when I see one of our own ads whilst watching TV with my friends and family.

4. What are the most challenging aspects (role or sector)?

One of the most challenging, but equally compelling aspects to a role in media and marketing is keeping updated with changing consumer consumption habits and need states. The industry is constantly evolving with new advancements, such as more granular targeting capabilities or new social platforms that require businesses to keep ahead of the trends if they want to stay competitive in market.

5. How did your degree prepare you for your current role (or are there any skills/knowledge you developed which you are using now)?

My masters degree in History on paper seems completely unrelated to the world of media and marketing. But in reality, the basis of my degree honed by analytical skill set, which is a core attribute to a career in advertising. Problem solving, researching, analysing and deducing are skills I use in my daily role that I refined during my time at UCL.

6. How did you get to where you are now in your career (or what experiences helped you)?

The graduate scheme at Sky was an invaluable experience that spearheaded my career to date. I have also had incredible mentors and managers who have helped me get to where I am, and help me be clear about where I am going.

7. What advice would you give to current students about getting into / starting out in your sector? (e.g. relevant experiences, supportive people, necessary education)

The biggest piece of advice I would give is try your best to get yourself on to a graduate scheme. Though it can be extremely competitive, it's worth it in the long run from the exposure you will receive.

8. What is on the horizon within your industry that our students should know about? (positives or negatives)

The TV marketplace changes frequently. So keeping ahead of the latest trends in tech and consumer behaviour (for instance, the recent impact of COVID on media consumption habits) will ensure the business stays competitive and in touch with potential consumers.

9. If you could give a current student one piece of advice on something you wish you'd have known prior to starting your career what would it be?

My one piece of advice is if you're not totally sure on what exactly you want to do (as many students aren't at this stage), pick an industry that you're passionate about, and a company whose ethos aligns with yours. Once you start here, it will be much easier to find a role in a team and business area that suits your needs and skill set.