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**Degree: Marketing Management &
Sociology**

**Job Title: Sales & Marketing Assistant
2009/2010**

***“The knowledge that I have gained
will be invaluable in helping me
achieve my goals!”***

What did your Placement year at ProspectSoft involve?

My position at ProspectSoft was within the Marketing department, where on a daily basis I had a wide range of responsibilities in dealing with varying duties and tasks. Because of this, each day was an exciting challenge and enabled me to maximise my learning experience.

My core role was to manage regular marketing campaigns from start to finish, where I got involved in designing a range of promotional material such as e-shots and mailers, which were used to generate new sales enquiries for the new business team. As a department we had targets that we had to fulfil, so I was always kept busy to ensure that we met our goals!

I was given a large portion of responsibility in managing our quarterly events, which had to be carefully organised by myself to ensure that they were well promoted to our target audience for them to be a profitable means of lead generation.

I had such great support from all the management team at ProspectSoft. All placement students have regular appraisals with their managers, where I was given guidance in helping me achieve the most from my placement year. I learnt so much from my colleagues at ProspectSoft because they were always so willing to give such great advice and guidance over the year.

To what extent did you enjoy your placement at ProspectSoft?

What I loved about my role was that it enabled me to get involved in many areas of the business. I was able to communicate with all the different departments of the business, liaising with external marketing companies and as well as helping our partners with their marketing activities.

..... And although I was in the Marketing Department, I was given the opportunity to get involved in the sales activities of the business, which was extremely fulfilling, especially when you get a bonus!

With the economic climate as it is, I honestly don't believe that I would have had a fighting chance in the graduate job market if I hadn't done a year out of university working at ProspectSoft. I learnt SO much this year, the knowledge that I have gained will be invaluable in helping me achieve my goals!

I thoroughly enjoyed my placement at ProspectSoft, the whole experience beat all expectations! I am extremely grateful for all that the ProspectSoft placement scheme has provided me and I would recommend the scheme to anyone and everyone!

