



Profiles	Sales and marketing
Name	Peter Sandle
Age	37
Job	Marketing manager

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Career path and qualifications so far

After completing A Levels in Maths, Physics, Chemistry and Art, I began working for INEOS Silicas in Warrington as an analytical chemist. This involved measuring and testing the products (used as catalysts to make plastics, as toothpaste ingredients or even to purify beer) to make sure that they met with customer requirements. I also had the opportunity to study for a company sponsored degree in Applied Chemistry on a part time basis at Manchester Metropolitan University, which took five years to complete. I enjoyed this option as I gained work experience whilst studying and didn't have any debt when I graduated.

After that I took a job in analytical development, where I purchased analytical equipment, designed tests for the apparatus and trained chemists in other labs, including overseas.

From there I moved to product development, making products firstly in the lab and then scaling up to pilot plant and eventually to full scale production. This gave me the chance to trial the products in the environments in which they are actually used – in paper mills, water treatment plants and even hospitals. My work involved lots of travel for new product trials at customers' sites.

During that time I also obtained a postgraduate certificate in Management Studies through a distance learning course run by Leicester University. This has enabled me to learn more about business and to do my current job as marketing manager at Chemicals Northwest.

Has anything you've done been especially useful in your career?

Definitely the Management Studies course, which helped me to understand the wider business environment. This is essential if you want to progress in your career and don't have access to graduate training courses.

What is a Marketing Manager?

Marketing managers are responsible for launching products and developing and maintaining a brand's image. They help to identify and predict customer demands in order to produce marketing and communication plans that will help their company maintain and increase their business. The work can involve market research, product development, sales and distribution and promotion of products and services. As a marketing manager at Chemicals Northwest I am responsible for publicising our organisation to encourage other companies to use our services. This includes co-ordinating the people and activities involved in promoting what we do.

Day to day activities

My day to day activities vary depending on our projects and forthcoming events. They include checking and updating the content of our website, writing and producing company literature and working with designers to arrange the production of exhibition and other marketing materials. I plan and run events such as networking meetings with industrialists, trade shows, careers events and even MP sponsored meetings at the House of Commons. I also write feature articles and press releases and brief journalists to help them write articles about what we do.

Does your job involve any travel or activities outside the office/laboratory?

My job involves quite a lot of out of office work – visiting various companies in the Northwest to explain more about our organisation and the support we provide to help other businesses. I also travel to represent the company at events and trade shows, which are sometimes held overseas.

Further qualifications

My most recent qualification is an Advanced Certificate in Public Relations from the Institute of Public Relations. This helped me to develop my communication skills in a range of areas such as advertising and marketing, which has proved very valuable for this job.

What do you most enjoy about your job?

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What skills do you need, other than your scientific knowledge?

Good planning and writing skills are important, as is the ability to interact with and influence people. Since I work with a range of different people – from industrialists to designers, to journalists – there is a need to be flexible and adapt to their different ways of working.

Have you got any advice for people wishing to enter your career area?

Talk to someone already in a similar position to find out more about what it involves. If you can, try to get some work experience to see if it's for you – this is also likely to help when you start applying for jobs.

In my role, a good knowledge of the chemical industry is important as I still work in the sector and my chemistry background helps me to understand most of the jargon used.

My Management Studies qualification provided me with a knowledge and understanding of business that has proved very useful as well.

Why is it useful to study a science subject at university?

Studying a scientific discipline means I have developed skills that help me to plan and analyse my work and to question some of the findings, making me more efficient at my job.

Examples of other career opportunities in this area

Other job opportunities in this area include: communications manager, advertising executive, sales manager, public relations manager and events manager.

Further information/contacts

The Chartered Institute of Marketing, Moor Hall, Cookham, Berkshire SL6 9QH
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For further information on careers in the chemical sciences contact:

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