

So, What Does an Advertising, and Branding Agency Actually Do?

Think of us as creative problem-solvers for companies. Brands come to us when they want to grow, launch something new, or stand out from the crowd. Our job is to help them tell their story, reach the right people, and build a connection that lasts. We do this by:

- **Strategy and Insights** – figuring out what people care about and how to get them to care about a brand. Analysing data and figuring out why things are selling more or less.
- **Creating Ad Campaigns** – from big ideas on billboards to TikTok videos that go viral.
- **Designing Brands** – developing everything from logos and names to the tone of voice and the way a brand looks and feels in every kind of way from packaging to user experience (apps).
- **Production** – organising photo shoots, TV shoots, and making sure the final creative work is delivered at a high standard.
- **Buying Media** – planning where ads should appear (like TV, YouTube, podcasts or social media) and negotiating how much it costs. The goal is to get the most attention for the best price.

And Rising: Investing in new brands

And Rising is a little different from most agencies. As well as working with brands, we also invest in them—offering capital (cash) and/or our creative services in exchange for equity (a small stake in the company). It means we don't just make the ads; we have skin in the game and help the brand grow from the inside out.

What Kind of Jobs Are There?

Account Managers

The connectors. They're the bridge between the client and the creative team—making sure projects run smoothly, on time, and on budget. Skills: Great with people, organised, good at problem-solving and communication.

Strategists / Planners

The thinkers. They dig into culture, people, and trends to figure out what the brand should say—and why it matters. Skills: Curious minds, strong research skills, able to simplify complex ideas, big-picture thinking.

Creatives (Copywriters & Art Directors)

The storytellers. They come up with the big ideas—the words, visuals, and concepts behind campaigns. Copywriters focus on language. Art Directors focus on the look and feel. Skills: Imagination, originality, good taste, ability to work in teams and pitch ideas.

Designers

The polishers. They make brands look amazing—designing logos, layouts, typefaces, and visuals across every touchpoint. Skills: Strong visual eye, technical design ability (Adobe etc.), attention to detail, creative flair.

Producers/ Project Managers

The doers. They take the idea and make it real—organising shoots, edits, locations, and everything in between. Skills: Planning, logistics, budget management, staying calm under pressure.



Media Planners & Buyers

The tacticians. They figure out where ads should go to reach the right people—and how to get the best deal. Skills: Analytical thinking, negotiation, interest in digital platforms and media trends.

How Do Internships Work?

Internships are one of the best ways to get a foot in the door and see what agency life is really like. Many agencies offer short-term internships and longer placements where you can shadow different teams, work on real projects, and get a feel for how ideas come to life. Many tend to pay the London Living Wage for this. They don't expect you to know everything—they look for curiosity, enthusiasm, and a willingness to learn.

Some interns come from creative degrees, others from business or psychology. Some come straight out of school or from completely unexpected paths. What matters most is that you care about creativity, culture, and making things people care about.

Reach out directly to agencies with a short note about who you are and what excites you. If you've got a portfolio or examples of work—even personal projects—send them in. And if not, don't worry. They're always looking for raw potential.

How to Break In (Even If You Don't Know Anyone)

You don't need a perfect CV or inside connections to get started. What you do need is initiative. Here's how:

1. Find Work You Love

Research ads, campaigns, or brands that have caught your eye. Who made them? A quick Google search will usually tell you which agency was behind the work.

2. Find the People

Go on LinkedIn and search for people who work at those agencies—especially in roles you're interested in (like strategist, creative, or account exec).

3. Reach Out

Message them. Keep it short and genuine. Let them know that working in the industry is your top priority, and mention a specific campaign you love from their agency. Ask if they'd be up for a 15-minute video call or, even better, a 30-minute coffee.

4. Show Up Curious

If they agree to meet, come with questions. Ask about their career path, what they look for in new talent, and what they wish they knew starting out.

5. Follow Up

Always send a thank-you message. A handwritten postcard or small gesture goes a long way. It shows respect—and helps you stand out.

6. Stick With It

Not everyone will reply. That's normal. Keep going. A single conversation can change everything.

Still Interested?

If you're at St. Benedict's and you're genuinely interested in a career in the business, you can always email me: jonathan@andrising.com - label your email: Advice for a student at St. Benedict's...and I'll do my best to point you in the right direction.