



Marketing and Communications Co-ordinator

Emma Forrest

What does your role involve?

I provide marketing support to the various offices across our UK and European territories. On a daily basis, this can mean working on event planning, PR and advertising, e-mail marketing campaigns, branding projects and everything else in between!

I would say that I am very lucky because for me, no two days are the same!

I joined Instron in April 2012, so am still relatively new to the company. My first impression of Instron was the friendly and welcoming team of people who work here. We are a global company and I really enjoy getting to work with colleagues based in countries all over the world.

I have also enjoyed getting to know our product range, and the vast array of applications that we have (from testing components of Formula 1 cars to testing the durability of brand name shoes).

Top Tip!

Gaining the right education for your desired role is really important, but don't underestimate the power of work experience on your CV!

How did you become a Marketing and Communications Co-ordinator?

I studied for a BA Hons in Business Enterprise at university (majoring in Marketing and Financial Strategy). Upon graduating, I spent just under 3 years in a junior role.

I am currently completing a Professional Diploma in Marketing (accredited by the Chartered Institute of Marketing) which also really helped me gain my current role.