

Career Advice from Seasoned Government Marketing Professionals

Network. Identify networks that can help you advance in your career. Becoming an active participant in the Government Marketing University community is a great way to start!

Align & Collaborate. Learn to work well with others. Identify the circle of people and organizations you support and establish good working relationships. Especially important is getting to know your sales and business development colleagues. Make sure you understand their issues and goals – before you put a marketing plan together. They can greatly help you understand your territory!

Focus. Focus on the things that will produce desired results. Make sure they align with business development goals or corporate marketing goals. Don't spread yourself thin. Blur out the noise.

Deliver. Set proper expectations and make sure you deliver on your promises. Be careful how you say “no.” Offer up something you can do instead.

Learn. Continuously build your skill set. Learn about the products or services you sell. Broaden your marketing skill base. Make sure you set aside time to keep in touch with what is happening in the industry. Take advantage of opportunities to develop and grow in your career.

Educate. Be prepared to educate your corporate colleagues on marketing to the federal government and how it may differ from commercial industry. Become a master at making government relevant to your marketing leadership team.

Diversify. Learn other industries or products. Diversify your skill set. Get out and meet customers, business partners and others in your ecosystem.

Prepare. Be ready for future opportunity. Always keep an updated resume ready to circulate. Make sure you highlight your accomplishments and results you have achieved.