

Marketing

Amy Baxter



Job title:
Product Marketing Manager

Company:
Rolls Royce PLC

Qualifications:
Degree in French and Spanish

Studying languages has given this Marketing Manager the strong communication skills and cultural awareness that her employers value.

What are your experiences with languages?

At school, everyone studied French in S1. I didn't like it – I hadn't studied languages before and I had never been to France, but in S2 I had the chance to start Spanish. I used to go on family holidays to Spain so I could relate to it. I ended up studying Spanish and French to Higher level and on to university.

How do languages impact your current job?

Rolls Royce PLC is a major global company. The language of our business is English, but it's always helpful to have language skills, in particular when meeting new colleagues or customers. I have hosted Mexican customers in Spanish and represented the company in French at the Paris Air Show. The company values my language skills but more importantly they value strong communication skills and cultural awareness, both of which go hand-in-hand with knowledge of languages.

Amy's advice:

- Read, watch or listen to as much as you can in the language you are studying – newspapers, magazines, children's books, advertising, songs – the more you can immerse yourself in the language, the better.
- Don't worry about understanding every single word.
- Read about subjects you are interested in – if you like travel or sport, read about these.
- Get as much practice speaking the language as you can and don't be afraid of making mistakes. If you make a funny or embarrassing mistake, it will be so memorable that you won't make that mistake again!

More information:

Amy's full job profile
bit.ly/sciltamybaxter

Other careers with languages
bit.ly/sciltjobprofiles

Studying languages beyond school
www.scilt.org.uk/BeyondSchool.aspx

A career in sales
www.prospects.ac.uk/sales_sector.htm

My World of Work
www.myworldofwork.co.uk/

Rolls Royce PLC
www.rolls-royce.com/