

Advertising and marketing professional

Average salary: \$57,000+

Career trend: strong growth

Job description

Advertising and marketing professionals have a way with words, images, people and strategic thinking. Required in most large organisations, they develop advertising strategies and campaigns, manage the marketing of a product and identify market opportunities.

What advertising professionals do

Advertising professionals create demand for a product or service via an advertising campaign. They can work for a department, a large organisation or a variety of clients.

They're good at developing strong creative concepts, selling ideas and communicating effectively with clients. Working as part of a team at a very fast pace, this deadline-oriented business sees professionals juggle a range of projects at the same time.

Marketing professionals control the communications between a company and its customers. They're responsible for several services or products or a single product. They understand what makes people tick so they can convince them to buy a product or service. They may use traditional newspapers and billboards, experiential events or digital advertising and social media to get their message across.

Whether it's developing big-picture strategies or the details of the text and images to use, marketing professionals collaborate in teams to think outside the square.

You'll like this job if...

You love people. You like a quick pace and are good at multi-tasking. You focus on possibilities and the big picture. You value innovation and seek creative solutions to problems. You objectively weigh pros and cons. You can act spontaneously and keep your plans flexible.



Will I get a job?

- Strong growth in this occupation is predicted, with 6,700 new jobs in Australia in the next four years, bringing the total to 70,300.

What will I earn?

- \$1,101 to \$1,350 median full-time weekly salary (before tax, excluding super).

Roles to look for

- Account executive
- Account manager
- Brand manager
- Creative director
- Digital marketing manager
- Market research analyst
- Marketing coordinator
- Marketing manager
- Media planner or coordinator
- Product manager
- Promotions officer

A day in the life...

Work as an advertising and marketing professional may involve these tasks:

- plan and develop advertising campaigns to meet sales targets
- advise executives on advertising strategies to create consumer awareness
- coordinate production of advertising campaigns including artwork, copywriting, media scripting, television production, and media placement
- analyse and interpret data to predict consumer trends
- undertake market research to identify market opportunities
- support business growth by creating marketing strategies that include product mix, pricing, advertising, sales promotion, and distribution channels.

VET qualifications

The following government-subsidised qualifications are available in NSW:

Certificate IV in Marketing and Communication (BSB42415)

- Full-time, up to two years
- Also available as a traineeship
- Graduates employed or in further study: 91%*

Diploma of Marketing and Communication (BSB52415)

- Full-time up to two years
- Graduates employed or in further study: 91.5%*

Advanced Diploma of Marketing and Communication (BSB61315)

- Full-time, up to two years
- Graduates employed or in further study: 91.5%*

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Main employing industries

- Advertising and market research services
- Manufacturing
- Retail
- Hospitality

Other jobs you may like...

- Sales representative or manager
- Public relations professional
- Visual merchandiser
- Graphic designer
- Web designer

Information sources Income: Australian Government Department of Employment, Australian Jobs Report 2017, Occupation Matrix. ANZSCO ID: 2211. Earnings can vary greatly depending on the skills and experience of the worker, and the demands of the role. Career trend: Australian Government Department of Employment 2017 employment projections to May 2022. Graduate outcomes: National Centre for Vocational Education Research. *Approximately 6 months after they completed VET.

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