

Advertising and Marketing Professional

Advertising and marketing professionals develop and coordinate advertising strategies and campaigns, determine the market for new goods and services, and identify and develop market opportunities for new and existing goods and services.

Job title examples

- Advertising Specialist / Advertising Account Executive/ Advertising Account Manager/ Creative Director (Advertising)
- Market Research Analyst / Marketing Analyst
- Marketing Specialist / Marketing Consultant/ Marketing Coordinator/ Marketing Officer/ Marketing Manager
- Media Planner/ Media Coordinator

Other jobs in this field of work

What advertising and marketing professionals do

- plan, develop and organise advertising policies and campaigns to support sales objectives
- advise executives and clients on advertising strategies and campaigns to reach target markets, create consumer awareness and effectively promote the attributes of goods and services
- coordinate production of advertising campaigns involving specialised activities such as artwork, copywriting, media scripting, television and film production and media placement, within time and budget constraints
- analyse data regarding consumer patterns and preferences
- interpret and predict current and future consumer trends
- research potential demand and market characteristics for new goods and services and collect and analyse data and other statistical information
- support business growth and development through the preparation and execution of marketing objectives, policies and programs
- commission and undertake market research to identify market opportunities for new and existing goods and services
- advise on all elements of marketing such as product mix, pricing, advertising, sales promotion, selling, and distribution channels

Main employing industries



- Professional, Scientific and Technical Services e.g. advertising and market research services

Qualifications



The following government subsidised qualifications are available in NSW:

Certificate IV in Marketing and Communication available as a traineeship or qualification

Diploma of Marketing and Communication available as a qualification

Advanced Diploma of Marketing and Communication available as a qualification

Apprenticeships and traineeships: Find out how to get an [apprenticeship or traineeship](#).

Course fees: You may be eligible for government subsidised training under Smart and Skilled. Go to the [Course Finder](#) to find training in your area, estimate your fee and find a training provider.

Job prospects and pay



- There are around 28,123 advertising and marketing professionals working in NSW.
- Over the next four years, employment in this occupation is expected to grow in NSW.

Average weekly full time earnings (before tax):

- Advertising and marketing professionals: \$1,694
- All occupations: \$1,200

Related jobs



- Sales Representative

To find out more regarding these related jobs, visit the [Job Guides Homepage](#).

Information sources

Occupations: Australian Bureau of Statistics, Australian and New Zealand Standard Classification of Occupations, 1220.0

Employment: Australian Bureau of Statistics, Labour Force, Australia, Detailed, Quarterly, 6291.0.55.003

Skills shortages: Department of Employment, Skill Shortage List NSW 2015-16

Job prospects: Centre of Policy Studies (CoPS), Victoria University, Employment Forecast Data for NSW 2015/16 to 2022/23

Earnings: Department of Employment, joboutlook.gov.au, based on ABS Characteristics of Employment Survey, August 2014