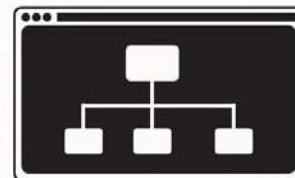




# MARKETING EXECUTIVE

## JOB DESCRIPTION

Marketing is the art—and science—of creating demand for a product or service. Executives in this area work to communicate positive messages about products and brands to potential customers through print, TV, and online advertising. They may also use social media, or make direct contact via email, mail, or telephone.



### SALARY

Marketing manager ★★★★★

Marketing director ★★★★★

### INDUSTRY PROFILE

Competitive and fast-paced industry • Opportunities in company marketing departments and stand-alone agencies • Digital and social media becoming increasingly important

## AT A GLANCE



**YOUR INTERESTS** Business studies • Economics • Mathematics • English • Science • Information Technology (IT) • Psychology • Sociology



**ENTRY QUALIFICATIONS** A business-related degree is a great advantage, although training on the job as a marketing assistant is an option.



**LIFESTYLE** Most marketing executives keep regular office hours, but may need to work evenings and weekends when launching a new campaign.



**LOCATION** Based in an office, marketing executives need to travel to present work to clients at their premises or to attend conferences.



**THE REALITIES** Job specifications—and salaries—vary widely. Pressure to deliver results can be high, and junior roles may offer limited creativity.

## CAREER PATHS

Some marketing executives work for one individual company that makes and sells products and services; others are employed by specialized marketing agencies who develop and deliver campaigns for numerous clients. It is possible to move between the two sectors to gain promotion and responsibility for larger and higher-profile campaigns.

**ASSISTANT** In this entry-level job, you assist a marketing team by preparing presentations and dealing with clients. With experience, you can progress to the role of marketing executive.



**GRADUATE** In order to enter marketing at executive level, you will need to study for a degree in a related subject, such as marketing, communications, business management, or advertising.



## ▼ RELATED CAREERS

- ▶ **MARKET RESEARCHER** *see pp. 70–71*
- ▶ **ADVERTISING ACCOUNT EXECUTIVE** *see pp. 72–73*
- ▶ **PUBLIC RELATIONS OFFICER** *see pp. 74–75*
- ▶ **ADVERTISING MEDIA BUYER** Negotiates on behalf of clients to buy advertising space in print and on billboards, as well as airtime on TV, radio, and digital media, with the aim of reaching the target audience for as little cost as possible.
- ▶ **SALES DIRECTOR** Oversees a company's sales and its position in the marketplace, directing sales strategy and managing sales staff.

## SKILLS GUIDE



Good evaluative skills to help analyze market trends and competitors' products and services.



Excellent numerical skills for preparing and managing budgets and accounts.



Strong communication skills for presenting reports to senior managers and directors.



The ability to manage, inspire, and support a team, and take the lead in client meetings.



Creative thinking to come up with new marketing concepts and strategies.



Good business awareness and the ability to identify target markets and analyze market-research data.

### DIRECT MARKETING MANAGER

Promotes a company's products and services by engaging directly with customers through channels such as mail shots, competitions, displays in stores, and money-off or loyalty schemes.



### ONLINE MARKETING MANAGER

Promotes products and services through websites, social media, and email campaigns. Works to build awareness of a company or product, and to attract Internet traffic to its website.



### EVENT MARKETING MANAGER

Markets products or services by sponsoring or placing promotions, such as branded displays or handing out free samples, at public events.



**FREELANCE CONSULTANT** Provides advice to companies on how best to present their products to customers. Consultants usually possess an in-depth knowledge of consumer activity and buying trends within a specific industry.

**MARKETING EXECUTIVE** Most marketing executives gain experience on the job, but many employers will encourage them to study for professional qualifications. You can specialize in a particular type of marketing, or after three or more years in the job, aim for promotion to senior roles.

