

## MARKETING EMPLOYMENT OPPORTUNITIES

### Your marketing career

For the foreseeable future, marketing will provide an exciting and dynamic workplace. Great marketers have always had people skills, exceptional emotional intelligence, strategic thinking capability and industriousness.

Marketing is at the forefront of applying new technologies like artificial intelligence, media and frontier establishing marketing technologies. Technology leads the cutting edge of the profession and practice. Presently, established career pathways for marketers can be broadly described as *marketing, communications and content*, and *digital marketing*. However, the separation of job responsibilities and descriptions do evolve rapidly, with new position titles and functions appearing each year, especially for marketers who operate in digital space.

Here are some common job positions:

**Marketing domain:** This is the traditional domain that deals with trade marketing, supply chain, product, retail, sales, brand and integrated marketing communications.

Job titles in the marketing domain include: Brand Manager, Campaign Manager/Executive, Events and Sponsorship Manager/Executive, Marketing Executive, Marketing Manager, Product Manager, Sales Manager, Trade Marketing Manager, and their respective junior and mid-tier roles like Marketing Coordinators.

**Communications and content** domain: Professionals working communications and content deal with content creation, design, and the management-deployment of brand campaigns and communications. This work develops and drives brand awareness across digital platforms with the aim to increase customer engagement, acquisition, conversion and success. Communications and content professionals are increasingly responsible for lead generation and performance analytics for social media, SEO, paid search and content. They also have to strategise and report on the results of campaigns.

They support the positions in the marketing domain with the ability to communicate with customers, suppliers and other interested parties (e.g., government and pressure groups).

Job titles in the communications and content domain include: Bids and Tenders Manager, Communications Manager, Community Engagement Manager, Content Manager, Content Officer, Corporate and Public Affairs Manager, Customer Conversion Specialist, Digital Marketing Manager, Digital Producer, Direct Marketing Specialist, Graphic/Visual Specialists, Marketing Social Media Manager, and Social Insights Officer/Manager.

*Design and creative* is a sub domain in communications and content.

Jobs in this area require hands-on skills for creating graphic and other digital content. Positions include: Animator, Digital Designer, Graphic Designer Multimedia Designer, UI/UX Designer, UX Consultant/Researcher, and Web Designer.

**Digital marketing** domain: Digital marketers are professionals who run and report on the systems that enable marketing. They support colleagues in the communications and content and marketing domains. Some positions in this domain cross-over with the communications and content domain.

Jobs in the digital marketing domain include: Account Manager (Agency), Campaign Specialist, CX Manager, CRO Manager, CRM Specialist, Direct Marketing Specialist, Digital Analytics Manager, Digital Producer/Director, Digital Account Manager/Coordinator, Digital Marketing Manager, Digital Strategist, Digital Campaign Manager, Digital Producer, Email Marketing Specialist, Ecommerce Manager, Growth Marketer, Inbound Marketing Specialist, Marketing Automation Specialist, Marketing Innovation Manager, SEO/SEM Specialist, and the respective junior roles.

Students who continue with their training, learning and professional membership can advance to **senior roles** and become Chief Marketing Officer, Chief Digital Officer, Chief Customer Experience Officer, Head of Marketing, Head of Digital, Head of Communications, of Head of Engagement.