



Careers Education



Aspire | Challenge | Achieve

JOB

OF THE WEEK

Our Job of the week this week is
Marketing Executive



Job of the Week – Marketing Executive

WHAT YOU DO

In this role you could:

- research customer thoughts and feelings and market trends to inform campaigns
- develop working relationships with clients
- write and edit content for print
- understand brand guidelines and check they are followed
- organise and promote events
- manage marketing budgets
- manage campaign content for social media and websites
- analyse data to plan and evaluate marketing campaigns
- Working environment

SKILLS REQUIRED

You will need:

- knowledge of English language
- the ability to use your initiative
- leadership skills
- maths knowledge
- knowledge of media production and communication
- customer service skills
- business management skills
- ambition and a desire to succeed
- to be confident using a PC and the main software packages

WHAT YOU WEAR

Your attire will be smart/ smart-casual dependant on whether you are office/ home based or at a business meeting with a client



WORKING CONDITIONS

You could work in an office, from home or at a client's business

Your conditions will usually be comfortable but busy and heavily reliant on PC use

WORKING HOURS

37–39

Evenings/ weekends occasionally

ANNUAL LEAVE

Usually the standard 27 days plus bank holidays unless self-employed



ANNUAL INCOME

£20,000- £35,000



EDUCATION & EXPERIENCE

University

Employers recruit from a range of subjects. Relevant courses include a foundation degree, higher national diploma or degree in Marketing Communications, Advertising, Business and Management, Psychology, Humanities

It may be possible to study The Chartered Institute of Marketing (CIM) qualifications alongside your degree through the Graduate Gateway programme.

Entry requirements

You'll usually need 1 or 2 A levels, or equivalent, for a foundation degree or higher national diploma or 2 to 3 A levels, or equivalent, for a degree

Apprenticeship

You can get into this role through a Marketing Assistant advanced apprenticeship, or higher apprenticeship as a Marketing Executive.

Entry requirements

You'll usually need 5 GCSEs at grades 9 to 4 (A* to C), or equivalent, including English and Maths, for an advanced apprenticeship or 4 or 5 GCSEs at grades 9 to 4 (A* to C) and A levels, or equivalent, for a higher or degree apprenticeship

Work

You could join a company's marketing department as an administrator or assistant. This could give you enough experience to work your way up to become a marketing executive.



Labour Market Information

In the Careers section of the school website you can find the useful comparison tool the 'Labour Market Information widget'

Use the widget to compare different job roles in any employment sector or relating specifically to the 'Job of the Week'.

Marketing associate professionals	Marketing and sales directors	Advertising accounts managers and creative directors
<p>Weekly Pay £570</p> <p>Hours/Week 36h</p> <p>Annual Pay £29,640</p> <p>Hourly Pay £16</p>	<p>Weekly Pay £1,540</p> <p>Hours/Week 37h</p> <p>Annual Pay £80,080</p> <p>Hourly Pay £42</p>	<p>Weekly Pay £800</p> <p>Hours/Week 31h</p> <p>Annual Pay £41,600</p> <p>Hourly Pay £26</p>
<p>Workforce Change (projected)</p> <p>Growth 5%</p> <p>Replacement 49.8%</p> <p>The workforce is projected to grow by 5% over the period to 2027, creating 10,100 jobs. In the same period, 49.8% of the workforce is projected to retire, creating 100,000 job openings.</p>	<p>Workforce Change (projected)</p> <p>Growth 6.2%</p> <p>Replacement 48.5%</p> <p>The workforce is projected to grow by 6.2% over the period to 2027, creating 13,900 jobs. In the same period, 48.5% of the workforce is projected to retire, creating 108,900 job openings.</p>	<p>Workforce Change (projected)</p> <p>Growth 4.3%</p> <p>Replacement 55.3%</p> <p>The workforce is projected to grow by 4.3% over the period to 2027, creating 1,600 jobs. In the same period, 55.3% of the workforce is projected to retire, creating 21,100 job openings.</p>
<p>You might find this job in</p> <ul style="list-style-type: none"> Retail trade Advertising, etc Head offices, etc Wholesale trade Office admin. 	<p>You might find this job in</p> <ul style="list-style-type: none"> Wholesale trade Computer programming, etc Head offices, etc Legal & accounting Advertising, etc 	<p>You might find this job in</p> <ul style="list-style-type: none"> Advertising, etc Sport & recreation Head offices, etc Film & music Computer programming, etc
<p>More info</p> <p>Clear card</p>	<p>More info</p> <p>Clear card</p>	<p>More info</p> <p>Clear card</p>

Marketing associate professionals

Marketing associate professionals assist in the development and implementation of projects which aim to elicit the preferences and requirements of consumers, businesses and other specified target groups so that suppliers may meet these needs.

Common tasks in this job:

- discusses business methods, products or services and targets customer group with employer or client in order to identify marketing requirements;
- establishes an appropriate quantitative and qualitative market research methodology and prepares proposals outlining programmes of work and details of costs;
- collates and interprets findings of market research and presents results to clients;
- discusses possible changes that need to be made in terms of design, price, packaging, promotion etc. in light of market research with appropriate departments;

Back

Clear card

Marketing and sales directors

Marketing and sales directors plan, organise and direct market research and formulate and implement an organisation's marketing and sales policies.

Common tasks in this job:

- liaises with other senior staff to determine the range of goods or services to be sold;
- discusses employer's or clients' requirements, plans and monitors surveys and analyses of customers' reactions to products;
- examines and analyses sales figures, advises on and monitors marketing campaigns and promotional activities;
- controls the recruitment and training of staff;

Back

Clear card

Advertising accounts managers and creative directors

Advertising accounts managers and creative directors plan, design, organise and direct the advertising activities of an organisation.

Common tasks in this job:

- liaises with client to discuss product/service to be marketed, defines target group and assesses the suitability of various media;
- conceives advertising campaign to impart the desired product image in an effective and economical way;
- reviews and revises campaign in light of sales figures, surveys, etc.;
- stays abreast of changes in media, readership or viewing figures and advertising rates;

Back

Clear card

Powered by LMI For All.

To compare the Labour Market Information of different job roles that you might be interested in please visit the Careers section on the school website.

JOB OF THE WEEK

Discover more about Marketing opportunities with these videos:

Should I study Marketing?



<https://www.youtube.com/watch?v=b82hF-wsROY>

Marketing Manager for Guinness Europe



<https://www.youtube.com/watch?v=tfXmIUQuA-g>

What does a Digital Media Marketing Manager do?



<https://www.youtube.com/watch?v=KiiYqI7OCss>

What does a Marketing Agency do?



<https://www.youtube.com/watch?v=iuVvfAyrCGs>

Fashion Marketing



<https://www.youtube.com/watch?v=iuAz3NrcfVY>

Which are the best UK Universities for Marketing?



<https://www.youtube.com/watch?v=5khj5FSO0rA>

JOB

OF THE WEEK

Click on the website links to research the job role further:

[Marketing executive | Explore careers | National Careers Service](#)

[Creative and media | Explore careers \(nationalcareers.service.gov.uk\)](#)

[Explore | UCAS](#)

[Study Marketing, Why & How To Study - Complete University Guide \(thecompleteuniversityguide.co.uk\)](#)

[Overview of the UK's marketing, advertising and PR sector | Prospects.ac.uk](#)