



Marketing

MARKETING OFFICER

ALSO CALLED

- Marketing Coordinator



WHAT'S THE JOB ABOUT?

- **Promoting the sales of existing products or services**
Setting goals for market share and growth, selecting and targeting markets, promoting products and services to those markets
- **Developing new products**
Identifying the strengths and weaknesses of an organisation, responding to opportunities and threats in the marketing environment, identifying product attributes, developing new products with packaging and labels, setting prices organising promotion
- **Developing new markets and market segments**
Undertaking market and consumer research, planning advertising and management of sales, organising distribution channels, creating store images, undertaking direct marketing, managing product stocks and sales, conducting audits to monitor sales performance





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WORK CONDITIONS

- Marketing officers work for manufacturers, distributors, service providers, government departments and producer organisations.
- There are opportunities to specialise in advertising, promotions, communications, insurance, electronic commerce and banking.
- Marketing officers are often required to work long hours, including evening and weekend work.
- Extensive travel may be required within Australia with opportunities to also travel overseas.
- A vehicle, mobile phone and lap top computer may be provided by the employer.
- Mobility is required by some organisations and may be necessary for advancement within a marketing career.
- Marketing officers may work on their own, as part of a team or monitor the work of others.
- Good personal presentation and excellent communication and organisational skills are essential.
- Developing networks in government, private industry and producer organisations is important.

EXPERIENCE AND RELATED TRAINING

- To be employed as a marketing officer you should have relevant qualifications in sales and marketing.
- Entry into a career in marketing is possible with experience in retail and sales or from assistant positions with product or marketing managers.
- Experience and specialisation often lead to management roles.



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Career path	Training Requirements
<ul style="list-style-type: none"> • Marketing Assistant <p>You blend general business tasks with marketing skills such as research, analysis and reporting and presenting information.</p>	<p>VOCATIONAL TRAINING</p> <ul style="list-style-type: none"> • Certificate 4 in Business (Marketing)
<ul style="list-style-type: none"> • Marketing Officer <p>You carry out a range of the above tasks and report to management.</p>	<p>VOCATIONAL TRAINING</p> <ul style="list-style-type: none"> • Diploma of Business (Marketing) <p>TERTIARY EDUCATION</p> <ul style="list-style-type: none"> • Degree in Marketing (or equivalent)
<ul style="list-style-type: none"> • Marketing Manager <p>You supervise the work of marketing officers and coordinate the marketing process in a regional area or company division.</p>	<p>TERTIARY EDUCATION</p> <ul style="list-style-type: none"> • Degree in Marketing (or equivalent) <p>Extensive experience in marketing</p>
<ul style="list-style-type: none"> • Chief Marketing Officer <p>You have the primary responsibility for the development and execution of marketing strategies, product development, distribution and promotion and customer service.</p>	<p>TERTIARY EDUCATION</p> <ul style="list-style-type: none"> • Post graduate degree (Masters /PhD) in a field related to marketing or business administration. <p>Extensive experience in practical marketing management.</p>

Related Jobs

- Agricultural economist
- Company representative
- Financial dealer and broker
- Rural business owner/manager



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