



ADVERTISING, MARKETING AND PUBLIC RELATIONS PROFESSIONALS

NOC 1123: PROFESSIONAL OCCUPATIONS IN ADVERTISING, MARKETING AND PUBLIC RELATIONS

Develop and implement public relations, advertising and marketing strategies and programs. They publicize events and maintain media relations for organizations and individuals.

3-YEAR OUTLOOK



Fair

3-YEAR JOB OPENINGS

74

MEDIAN HOURLY WAGE

\$26.88

\$15.00 LOW \$42.15 HIGH

TYPICALLY REQUIRED



University

EMPLOYED

983

MEDIAN SALARY

\$41,948



The information presented is based on data for New Brunswick. To learn more about the data provided, visit www.nbjobs.ca/occupations.



EMPLOYMENT BY INDUSTRY

| | |
|-------|---|
| 15.3% | Professional, scientific and technical services |
| 14.8% | Public administration |
| 10.6% | Educational services |
| 59.3% | All Other Industries |



EMPLOYMENT BY AGE

| | |
|-------|-------|
| 11.5% | 15-24 |
| 22.4% | 25-34 |
| 30.2% | 35-44 |
| 22.9% | 45-54 |
| 10.9% | 55-64 |
| 2.1% | 65+ |

ALSO KNOWN AS

- Advertising Consultant
- Communications Officer
- Communications Specialist
- Event Marketing Specialist
- Fundraising Consultant
- Information Officer

MAIN DUTIES:

Specialists in advertising, marketing and public relations perform some or all of the following duties:

- Assess characteristics of products or services to be promoted and advise on the advertising needs of an establishment
- Advise clients on advertising or sales promotion strategies
- Develop and implement advertising campaigns appropriate for print or electronic media
- Gather, research and prepare communications material for internal and external audiences
- Develop, implement and evaluate communications strategies and programs designed to inform clients, employees and the general public of initiatives and policies of businesses, governments and other organizations.

