



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

64

MEDIAN HOURLY WAGE

\$24.04

\$15.00 \$43.27
LOW HIGH

TYPICALLY REQUIRED



University

EMPLOYED

985

MEDIAN SALARY

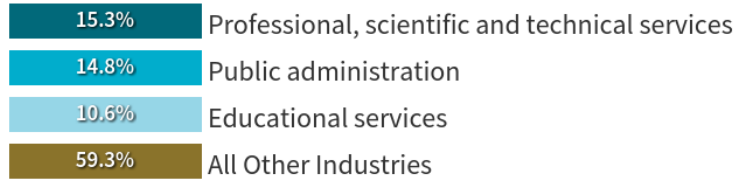
\$41,948



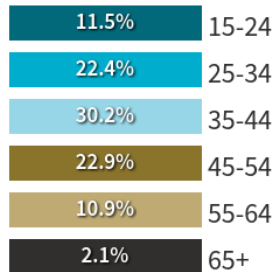
The information presented is based on data for New Brunswick. To learn more about the data provided, visit www.nbjobs.ca/occupations.



EMPLOYMENT BY INDUSTRY



EMPLOYMENT BY AGE



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.

ALSO KNOWN AS

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

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