



ADVERTISING, MARKETING AND PUBLIC RELATIONS MANAGERS

NOC 10022

Manage and evaluate the activities of companies and departments involved in advertising, marketing and public relations.

3-YEAR OUTLOOK



Undetermined

3-YEAR JOB OPENINGS

125

MEDIAN HOURLY WAGE

N/A

TYPICALLY REQUIRED



University

EMPLOYED

941

AVERAGE SALARY

\$79,200



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

25.4%	Professional, scientific and technical services
11.9%	Information and cultural industries
9.6%	Other services (except public administration)
53.1%	All Other Industries

EMPLOYMENT BY AGE

4.0%	15-24
21.5%	25-34
31.1%	35-44
29.4%	45-54
10.2%	55-64
4.0%	65+

ALSO KNOWN AS

- Advertising Director
- Advertising Manager
- Electronic Business (E-Business) Manager
- Fundraising Campaign Manager
- Internet Communications Manager
- Marketing Manager

MAIN DUTIES:

This group performs some or all of the following duties:

Advertising managers

- Plan, direct and evaluate the activities of firms and departments that develop and implement advertising campaigns to promote the sales of products and services.

Marketing managers

- Establish distribution networks for products and services, initiate market research studies and analyze their findings, assist in product development, and direct and evaluate the marketing strategies of establishments.

