



# ADVERTISING, MARKETING AND PUBLIC RELATIONS PROFESSIONALS

NOC 11202: 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



Limited

### 3-YEAR JOB OPENINGS

179

### MEDIAN HOURLY WAGE

\$29.33

\$16.35 LOW \$50.00 HIGH

### TYPICALLY REQUIRED



University

### EMPLOYED

1,547

### AVERAGE SALARY

\$66,000



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



### EMPLOYMENT BY INDUSTRY

- 19.6% Professional, scientific and technical services
- 18.6% Public administration
- 10.5% Educational services
- 51.2% All Other Industries



### EMPLOYMENT BY AGE

- 12.9% 15-24
- 33.8% 25-34
- 25.4% 35-44
- 16.0% 45-54
- 9.4% 55-64
- 2.4% 65+

### ALSO KNOWN AS

- Advertising Consultant
- Digital Marketing Consultant
- Communications Officer (Except Emergency Services)
- Event Marketing Specialist
- Communications Specialist
- Fundraising Consultant

### MAIN DUTIES:

This group performs some or all of the following duties:

- Assess characteristics of products or services to be promoted to determine marketing and advertising needs of an establishment
- Advise clients on marketing, advertising or sales promotion opportunities and strategies
- Develop strategies and related content for direct and digital marketing and advertising campaigns and implement them
- Manage post campaign analysis to measure and report on marketing and advertising metrics

