

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



Moderate

3-YEAR JOB OPENINGS

136

MEDIAN HOURLY WAGE

$34.38

$21.31 LOW

$46.67 HIGH

TYPICALLY REQUIRED



University

EMPLOYED

1,705

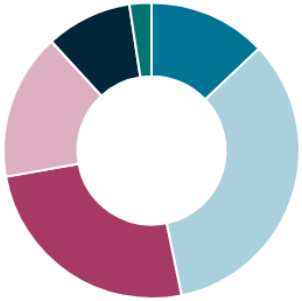
AVERAGE SALARY

$66,000



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
- Communications Officer (Except Emergency Services)
- Communications Specialist
- Digital Marketing Consultant
- Event Marketing 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
- Develop and maintain social media accounts, including managing customer reviews and testimonials.

