

JOB ROLE

MARKETING MANAGER

(TOURISM)

LEVEL OF GROWTH FOR JOB ROLE



- > Projected change of +11.8%
- > From 89,700 in 2023 to 100,300 in 2028

AVERAGE SALARY FOR OCCUPATION



Entry level
(1-3 years' experience)



Senior
(8+ years' experience)

WHAT DO EMPLOYERS WANT?



SPECIALISED SKILLS

- > Market Trend
- > Budgeting
- > Teamwork/Collaboration
- > Business Development
- > Strategic Marketing

EMPLOYABILITY SKILLS

- > Creativity
- > Time Management
- > Planning
- > Communication Skills
- > Building Effective Relationships

DIGITAL SKILLS

- > Microsoft 365
- > LinkedIn
- > Google Analytics
- > Facebook

EMPLOYMENT PROSPECTS



TOP SOUTH AUSTRALIAN INDUSTRIES WHO ADVERTISED FOR THIS JOB ROLE IN THE PREVIOUS 12 MONTHS:

- > Accommodation
- > State Government Administration
- > Water Passenger Transport
- > Urban us Transport (Inc Tramway)
- > Newspaper Publishing

TOP SOUTH AUSTRALIAN EMPLOYERS WHO ADVERTISED FOR THIS JOB ROLE IN THE PREVIOUS 12 MONTHS:

- > Government of South Australia
- > Discovery Holiday Parks
- > Stamford Hotels and Resorts
- > Toro Australia
- > Sealink Travel Group

LOOK FOR JOBS BEING ADVERTISED USING THESE JOB TITLES:

- > Resorts Marketing Manager





QUALIFICATION PATHWAYS

Looking to progress your career? TAFE SA can help you further your study with these courses (*fees may apply)

- > Certificate III in Tourism (SIT30122)
- > Certificate III in Travel (SIT30222)
- > Diploma of Travel and Tourism Management (SIT50122)

Or undertake a range of short courses to supplement your existing knowledge or continue upskilling.

Further information available on the TAFE SA website.



NETWORKING WITH INDUSTRY

Networking with industry provides you with opportunities to gain employment, advance your career and stay current with industry changes.

Conferences and workshops are an excellent way to introduce yourself to key industry contacts. Upcoming events include:

- > Various events run by Tourism Industry Council SA

Follow these organisations on social media:

- > Tourism Australia
- > Australian Tourism Export Council
- > Smartraveller

Consider these opportunities to find employment:

- > Send your resume to relevant businesses in your local area
- > Look for employment opportunities advertised on
 - the TAFE SA Jobs Board
 - online employment websites like Seek
 - the job board on your local Regional Development Australia (RDA) website



CAREER SUPPORT

Not sure where to start? TAFE SA's Student Services can provide you with a range of career planning support including:

- > career planning
- > write a winning resume
- > how to respond to selection criteria
- > cover letters that stand out
- > preparing for job interviews

To find out more, or to book an appointment, visit TAFE SA's Career Support Page: Career Support (tafesa.edu.au)

Data sources:

Industry and job role data sourced 2024 from Lightcast™.(2022). "Labor Insight™ Real-Time Labor Market Information Tool." Retrieved from <https://labourinsight.lightcast.io/anz>.

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Salaries are based on the Median Australian Salary from "<https://www.salaryexpert.com>" Salary Expert. Experienced salary levels may require additional study. Salaries may vary in your location. Information is accurate as of January 2024 and is to be used as a guide only.

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