

JOB ROLE

MARKETING OFFICER

LEVEL OF GROWTH FOR JOB ROLE



- > Projected change of +11.4%
- > From 80,200 in 2021 to 89,300 in 2026

AVERAGE SALARY FOR OCCUPATION



Entry level
(1-3 years' experience)



Senior
(8+ years' experience)

WHAT DO EMPLOYERS WANT?



SPECIALISED SKILLS

- > Social Media Platforms
- > Teamwork/Collaboration
- > Content Management
- > Stakeholder Management
- > Project Management

EMPLOYABILITY SKILLS

- > Communication Skills
- > Creativity
- > Planning
- > Detail-Orientated
- > Writing

DIGITAL SKILLS

- > Microsoft 365
- > Adobe Design Programs
- > Google Analytics
- > CRM

EMPLOYMENT PROSPECTS



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

- > Higher Education
- > State Government Administration
- > Social Assistance Services
- > Accommodation
- > Local Government Administration

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

- > Government of South Australia
- > The University of South Australia
- > Discovery Holiday Parks
- > Royal Automobile Association
- > The University of Adelaide

LOOK FOR JOBS BEING ADVERTISED USING THESE JOB TITLES:

- > Marketing and Communications Officer
- > Marketing and Promotions Officer



YOU MIGHT CONSIDER UNDERTAKING STUDY TO TRANSITION INTO THESE RELATED JOB ROLES:

- > Marketing Manager
- > Corporate Services Manager



QUALIFICATION PATHWAYS

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

- > Certificate IV in Marketing and Communication (BSB40820)
- > Diploma of Marketing and Communication (BSB50620)

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

Further information available on the TAFESA website.



JOB HOLDER COMMENTS

“Compared to university, TAFE SA is more accessible and the learning is a lot easier. All of the lecturers are available frequently and are supportive of your successes. Working full-time, I can manage both my studies and workload well.”

Tahli Allen
Diploma of Marketing and Communication



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:

- > **Maximise impact, minimise cost and time: Your marketing & content checklist**
4.30pm – 6.30pm (ACDT)
21st February 2024
Mitchell Park Sports and Community Centre
- > **Digital Adelaide 2024**
1st – 2nd August 2024
Location to be announced

Follow these organisations on social media:

- > Social Media Strategies Summit
- > Australian Marketing Institute
- > Glam Adelaide
- > Business Events Australia
- > State of Social '24

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:

Burning Glass Technologies. "Labor Insight™ Real-Time Labor Market Information Tool." <http://www.burning-glass.com>. 2021, data sourced 2023

Labour Market Insights, Government of Australia, data sourced 2023

Salaries are based on the Median Australian Salary from Salary Expert. Experienced salary levels may require additional study. Salaries may vary in your location. Information is accurate as of March 2023 and is to be used as a guide only.

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