

# JOB ROLE

# MARKETING OFFICER

## 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

- > 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 (BSB52415)



## 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:

- > **Digital Adelaide 2024**  
22nd - 23rd August 2024  
Adelaide Oval

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](https://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>.

Level of Growth for Job Role data sourced 2024 from Employment Projections, Jobs and Skills Australia © Commonwealth of Australia. Jobs and Skills Australia monitors the quality of information available on this website and updates this regularly however Jobs and Skills Australia does not make any representation or warranty about the accuracy, reliability, currency, or completeness of any material contained on this website or on any linked site.

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