

# 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
- > Digital Marketing
- > Search Engine Optimisation
- > Market Research
- > Content Creation

### EMPLOYABILITY SKILLS

- > Communication
- > Sales
- > Detail Orientated
- > Innovation
- > Customer Service

### DIGITAL SKILLS

- > Google Analytics
- > Microsoft 365
- > Adobe Product Suite
- > WordPress
- > TikTok

## EMPLOYMENT PROSPECTS



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

- > State Government Administration
- > Higher Education
- > Accommodation Services
- > Health Care Services
- > Supermarket and Grocery Stores

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

- > State of South Australia
- > University of South Australia
- > RAA
- > Hickinbotham Group
- > Elders

### LOOK FOR JOBS BEING ADVERTISED USING THESE JOB TITLES:

- > Marketing Coordinator
- > Marketing Consultant
- > Marketing Officer
- > Marketing Specialist



## 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 TAFE SA 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:

- > Insert text

Follow these organisations on social media:

- > Insert text

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.

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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