

JOB PROFILE: MARKETING MANAGER

THE WORK

Marketing managers plan the best ways of promoting their organisation's product, service or message to as many people as possible. This involves using various marketing strategies (such as media advertising, direct mail, websites and promotional events) to communicate with customers.

As a marketing manager your work could include:

- researching and analysing market trends
- identifying target markets and how best to reach them
- coming up with marketing strategies
- planning campaigns and managing budgets
- organising the production of posters, brochures and websites
- attending trade shows, conferences and sales meetings
- making sure that campaigns run to deadline and on budget
- monitoring and reporting on the effectiveness of strategies and campaigns
- managing a team of marketing executives and assistants.

You would often specialise in certain types of product or market, such as fashion, fast moving consumer goods (FCMG) or financial services. In some companies you might be known as a brand or account manager.

HOURS AND ENVIRONMENT

Your standard working hours would be 9am to 5pm, Monday to Friday, although you may need to work longer at busy times, such as the lead-up to a campaign launch. You may also need to attend networking events in the evenings.

You would be office-based, but may travel to meet clients and attend conferences, exhibitions and product launches.

SKILLS AND INTERESTS

You will need:

- excellent spoken and written communication skills
- creative thinking
- good organisational and planning skills
- the ability to lead and motivate a team
- drive, motivation and initiative
- the ability to work under pressure and to deadlines
- the confidence to 'sell' your ideas
- attention to detail
- good business sense and budget awareness.

Foreign language skills can be useful for international marketing jobs.

ENTRY

To become a marketing manager you will usually need solid experience as a marketing executive before progressing into management.

You do not usually need particular qualifications, because at this level employers are likely to be more interested in your skills, track record and industry knowledge. If an employer does ask for qualifications, they will prefer you to have a marketing or business-related

degree, or a professional marketing qualification such as:

- Chartered Institute of Marketing (CIM) Professional Diploma in Marketing
- Institute of Direct Marketing (IDM) Diploma in Direct and Interactive Marketing.

You could also move into marketing management if you have a strong background in a related area such as sales management or public relations.

TRAINING

You will be expected to already have good marketing knowledge and management skills when you start work as a marketing manager. Your employer should also provide some training in their products and markets.

As an experienced marketing professional you could work towards advanced qualifications from the Chartered Institute of Marketing, such as:

- CIM Professional Diploma in Marketing
- CIM Professional Postgraduate Diploma in Marketing.

If your job involves direct marketing, you could study for advanced qualifications from the Institute of Direct Marketing (IDM), such as the Diplomas in Direct and Interactive Marketing or Digital Marketing. See the IDM website for more information.

The CIM and IDM also offer a range of short courses and workshops for marketing staff at all levels.

If you are a Member or Fellow of the CIM and take a certain amount of further training and development each year, you can gain Chartered Marketer status. See the CIM website for more information on qualifications, training and membership.

OPPORTUNITIES

You could be employed by a marketing agency or consultancy, or you could work for an in-house marketing department in all kinds of organisations, including manufacturers, retail chains, financial services, leisure and tourism, charities, universities and local authorities.

Jobs may be advertised in the local and national press, industry publications, on the CIM website, and by recruitment agencies.

With experience, you could be promoted to brand or account director, then marketing director. You could also choose to become a freelance marketing consultant or set up your own consultancy.

You may find the following links useful for job vacancies and further reading:

<http://www.brandrepublic.com>
<http://www.brandrepublic.com/campaign>
<http://www.marketingweek.co.uk>
<http://www.brandrepublic.com/marketing>

We do not accept responsibility for the content of external sites.

ANNUAL INCOME

- Salaries are usually between £25,000 and £40,000 a year.
- Senior managers and marketing directors can earn £50,000 a year or more.

Figures are intended as a guideline only.

FURTHER INFORMATION

Communication Advertising and Marketing Education Foundation Limited (CAM)

Moor Hall
Cookham
Maidenhead
Berkshire

SL6 9QH
Tel: 01628 427120
<http://www.camfoundation.com>

Institute of Direct Marketing (IDM)

1 Park Road
Teddington
Middlesex
TW11 0AR
Tel: 020 8614 0277
www.think-direct.com
<http://www.theidm.co.uk>

Arts Marketing Association

Tel: 01223 578078
<http://www.a-m-a.co.uk>

Chartered Institute of Marketing (CIM)

Moor Hall
Cookham
Maidenhead
Berkshire
SL6 9QH
Tel: 01628 427500
<http://www.cim.co.uk>