

## **JOB PROFILE: MARKETING MANAGER**

### **WHAT DOES A MARKETING MANAGER DO?**

Marketing managers launch products, develop and maintain a brand's image and formulate marketing and communication plans to generate, maintain and increase existing business. They may have to deal with many different projects at the same time. The work involves market research, product development, pricing, sales and distribution, and promotion of the product.

Export marketing managers work for companies selling their goods overseas. Products and services need to be promoted in different ways in different countries, and may require managers to spend time abroad. Managers will face many additional problems such as variations in currency exchange rates, import restrictions and local taxes.

All marketing managers spend time writing marketing and promotional briefs, giving presentations, briefing agencies and other departments, monitoring a campaign's progress and writing marketing strategies. The five main areas of business a marketing manager may be involved in are fast-moving consumer goods, consumer durables, services, industrial products, and the public sector.

### **WHAT'S A WORKING WEEK LIKE?**

Working hours vary depending on the sector, but many roles are 9am - 5pm Monday to Friday, although as deadlines approach, evening and weekend work may be required. Most of the time is spent

in an office, often in meetings. Marketing managers also travel to see clients and agencies, and to attend conferences and exhibitions. Travel abroad may be required, particularly with export marketing. Some marketing managers work from home using a computer, but will spend part of the time in an office. A driving licence is often required.

### **WHAT SKILLS WOULD I NEED TO BECOME A MARKETING MANAGER?**

To be a marketing manager you should have:

- Good verbal and written communication skills
- Good numerical skills
- A good head for business, with strong organisational skills
- Team-working skills and the ability to delegate and motivate others
- Creative ability, and the energy and enthusiasm to deal with campaigns
- The ability to work to deadlines and cope with the consequent pressure
- The self-confidence to sell ideas and brief agencies and the marketing team

### **HOW DO I BECOME A MARKETING MANAGER?**

Many employers prefer entrants to have a higher national certificate or diploma (HNC/HND) or a degree or professional marketing qualification. Entry to HNC and HND courses usually requires four GCSEs (A-C)/S grades (1-3) with one A level/two H grades. The minimum entry requirements for a degree are usually five GCSEs (A-C)/S grades (1-3) with two A

levels/three H grades. Equivalent qualifications may be accepted.

An Access to Higher Education qualification may also be accepted for entry to certain courses. If experienced in a related field, you may be able to gain recognition of skills through Accredited Prior Learning (APL). Please check with colleges or universities for exact entry requirements.

### **TRAINING FOR WORK**

Occasionally, training may be informal, working with more experienced managers as marketing assistants. There may also be in-house courses covering certain marketing skills. The training schemes run by the large fast-moving consumer goods companies are considered to offer an excellent background to careers in marketing.

A wide range of relevant qualifications are available. These include:

The Chartered Institute of Marketing (CIM) Certificate, Advanced Certificate and Postgraduate Diploma in Marketing;  
Institute of Direct Marketing (IDM) Diploma;  
Institute of Export Professional Examination;  
Institute of Sales Promotion (ISP) Diploma.

The Communication Advertising & Marketing Education Foundation (CAM) offers a range of relevant courses. There are NVQs/SVQs in Marketing Communications at Level 2 and in Marketing Products and Services at Levels 3 and 4.

The Arts Marketing Association offers an Advanced Certificate for those working in a cultural or arts environment.

### **ONGOING DEVELOPMENT**

The major areas of business which offer opportunities are fast moving consumer goods companies, banking, industry, business to business marketing, and public sector organisations such as charities, leisure and arts organisations.

Opportunities exist within marketing consultancies, often specialising in areas such as communications, advertising or market research. The Internet and the growth of e-commerce also provide an area of opportunity for entry into marketing.

It is possible for experienced marketing managers to become self-employed and set up their own consultancies.

People working within marketing often change jobs to gain experience. Promotion is linked to performance. Gaining additional professional qualifications can help career progression.

### **SALARIES**

*(Figures are intended as a guideline only)*

Marketing trainees start at around £10,400 a year.

Experienced marketing managers earn around £30,000 depending upon the sector in which they work.

Senior managers earn around £60,000.

### **FURTHER INFORMATION**

[www.cim.co.uk](http://www.cim.co.uk)

[www.camfoundation.com](http://www.camfoundation.com)

[www.theidm.co.uk](http://www.theidm.co.uk)