

Advertising, Promotions, and Marketing Managers

SOC: 11-2011 • Career Profile Report

■ Key Facts

\$159,660 Median Salary	434,000 Employment	+6.0% Growth Rate
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■ Requirements & Salary Range

Education: Bachelor's degree

■ Automation Risk Assessment

Low Risk - 18.0% probability of being automated in the next 10-20 years.
This job is relatively safe from automation due to its creative, social, or complex problem-solving requirements.

■ Work-Life Balance

7.6/10 - Good work-life balance

■ Personality Fit (RIASEC)

Higher scores indicate better personality fit for this career type.

Realistic	4.2/10	Investigative	6.8/10
Artistic	4.4/10	Social	7.8/10
Enterprising	8.6/10	Conventional	7.4/10

■ Top Skills Required

Analytical skills, Communication skills, Creativity, Decision-making skills, Interpersonal skills, Organizational skills

✓ Strengths

- High Demand
- Flexible Work
- Continuous Learning

■ Challenges

- Burnout Risk
- Rapid Technological Change

■ What They Do

Advertising, Promotions, and Marketing Managers typically perform the following tasks:

- Plan and prepare advertising and promotional material to increase sales of products or services, working with customers, company officials, sales departments, and advertising agencies.
- Inspect layouts and advertising copy, and edit scripts, audio, video, and other promotional material for adherence to specifications.
- Confer with department heads or staff to discuss topics such as contracts, selection of advertising media, or product to be advertised.
- Coordinate with the media to disseminate advertising.
- Coordinate activities of departments, such as sales, graphic arts, media, finance, and research.
- Plan and execute advertising policies and strategies for organizations.
- Direct, motivate, and monitor the mobilization of a campaign team to advance campaign goals.
- Prepare budgets and submit estimates for program costs as part of campaign plan development.
- Contact organizations to explain services and facilities offered.
- Monitor and analyze sales promotion results to determine cost effectiveness of promotion campaigns.
- Identify and develop contacts for promotional campaigns and industry programs that meet identified buyer targets, such as dealers, distributors, or consumers.
- Track program budgets, expenses, and campaign response rates to evaluate each campaign, based on program objectives and industry norms.
- Read trade journals and professional literature to stay informed on trends, innovations, and changes that affect media planning.
- Manage sales team, including setting goals, providing incentives, and evaluating employee performance.
- Prepare and negotiate advertising and sales contracts.
- Formulate plans to extend business with established accounts and to transact business as agent for advertising accounts.
- Train and direct workers engaged in developing and producing advertisements.
- Assemble and communicate with a strong, diverse coalition of organizations or public figures, securing their cooperation, support, and action, to further campaign goals.
- Provide presentation and product demonstration support during the introduction of new products and services to field staff and customers.
- Represent company at trade association meetings to promote products.

*Generated by StartRight • Data from U.S. Bureau of Labor Statistics & O*NET*

Source: <https://www.bls.gov/ooh/management/advertising-promotions-and-marketing-managers.htm>