

R2S Career Factsheet: Marketing Manager

“Marketing impacts all aspects of the enterprise from production through to sales as its purpose is to make the enterprise prosper through profitable growth or attracting more funding. As marketing creates the enterprise’s prosperity a wide variety of functions are deployed from Public Relations to Product Management so there is great opportunity and choice for career development.”



Michael Ohajuru,
Semi Retired Sales and
Marketing Director.

Duties:

- Creating and writing business plans
- Forecasting
- Researching and analysing market trends
- Identifying target markets and how best to reach them
- Communications strategies
- Controlling all costs and budgets within the business plan
- Managing the sales and distribution channels
- Delivering the planned promotions of conferences, shows, media, web presence, events

Skills:

- 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
- Numeracy and computing skills

For jobs at management level, employers are likely to be more interested in your skills, track record and industry knowledge than your formal qualifications.

If an employer does ask for qualifications, they will generally 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 and Digital 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.

What does Marketing managers do?

As a marketing manager, it would be your job to plan the best ways of promoting your employer's product, service or message to as many people as possible.

Who employs a Marketing manager?

You could be employed by a marketing agency or consultancy, or you could work for an in-house marketing department in all kinds of businesses or public sector organisations.

Jobs may be advertised in the local, national and industry press, on the CIM website (for CIM members only), and specialist recruitment agencies.

How much can you earn?

Salaries within Marketing can start at £20,000 for the new entrant as a marketing executive and rise to £50,000 or considerably more depending on the marketing function, speciality, performance and industry

Career Development:

- Brand or Account Director
- Marketing Director
- Freelance marketing consultant
- Market research
- Public Relations
- Campaign Management
- Advertising
- Consultancy
- Online marketing

Useful Resources:

<https://nationalcareersservice.direct.gov.uk/advice/planning/jobprofiles/Pages/marketingmanager.aspx>

<http://www.topuniversityleaguetables.co.uk/top-universities-for-business-and-management-studies/>

Top universities for Business and Management Studies:

1. Cambridge University
2. London School of Economics
3. Bath
4. Warwick
5. St. Andrews

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(Rated by Quality of course)