**Job Title**: Marketing manager
**Occupational Sector: Business and administration**

**Required qualifications/entry route:**

**You can become a marketing manager through a variety of routes:**

- **Degree or HND in marketing –** 1 or 2 A levels (or equivalent) for HND. 2 to 3 A levels for a degree (or equivalent)
- **Higher level or degree apprenticeship -** You will require 4 or 5 GCSEs at grades 9 to 4 (A* to C) and A levels
- **Progression up or be promoted from marketing assistant or marketing executive roles**

**Skills needed:**

- Creativity and imagination
- Friendly, approachable and people skills
- Good IT, literacy, speaking and presentation communication
- Problem solving
- Customer service
- Efficient and reliable
- Good ICT skills – able to use publishing software
- Accurate with a good eye for detail
- Able to keep to deadlines and project manage multiple jobs at the same time
- Ability to deal with printers, copywriters, designers and agree budgets

**Salary scale:**
Your salary will depend on the level of your experience, size of organisation and number of people in your team.
Entry salaries for marketing assistants and executives is between £20,000 - 24,000 which can rise with experience to £35,000 with significant experience.
Marketing managers salaries start around £25,000 to £55,000.

There are many self-employed/freelance marketing mangers as some companies prefer to 'buy-in' marketing skills when they require them rather than permanently employing marketing staff. If you decide to become self-employed you can agree what each job will cost based on the amount of hours, the length of the contract and the expertise required to complete the work.

**Current demand for this job:**

Due to the pandemic and the need for brands to increase their on-line marketing, there has been an increased requirement for marketing staff – but especially digital marketers.
The rise of digital marketing being one of the highest in demand jobs of any sector in the last year as evidenced by LinkedIn receiving a 52% rise in advertised vacancies.

In addition to digital posts increasing, there has also been a 10% increase in demand for other senior marketing posts including freelancers.

In comparison there has been a reduction in opportunities for marketing executives and lower level posts.

**Further information about working or studying business administration:**

**Other similar jobs to consider:**

- Accountant
- HR executive
- Business development manager
- Receptionist
- Data inputter
- Legal secretary
- Farm secretary
- Business studies teacher
- Recruitment consultant
- Marketing assistant

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