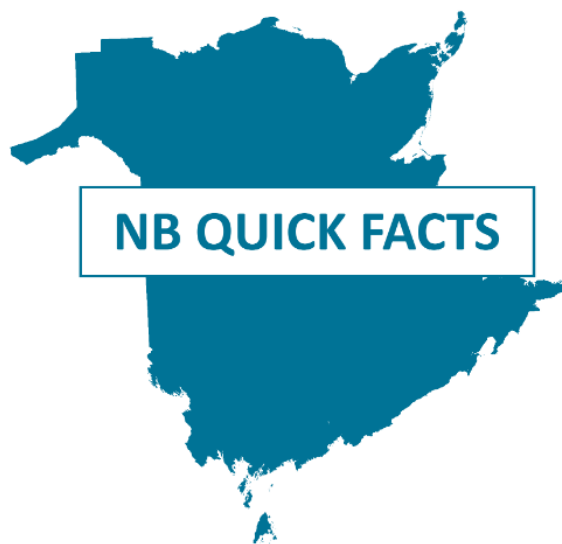




# ADVERTISING, MARKETING AND PUBLIC RELATIONS PROFESSIONALS

NOC 11202: PROFESSIONAL OCCUPATIONS IN ADVERTISING, MARKETING AND PUBLIC RELATIONS

Develop and implement public relations, advertising and marketing strategies and programs. They publicize events and maintain media relations for organizations and individuals.



## 3-YEAR OUTLOOK



## 3-YEAR JOB OPENINGS

99

## MEDIAN HOURLY WAGE

\$30.83

\$17.00 \$51.79  
LOW HIGH

## TYPICALLY REQUIRED



## EMPLOYED

1,690

## AVERAGE SALARY

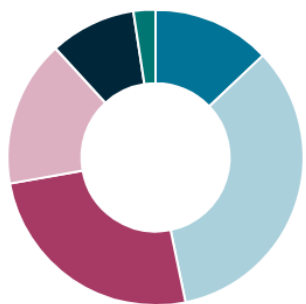
\$66,000

The information presented is based on data for New Brunswick. To learn more about the data provided, visit [www.nbjobs.ca/occupations](http://www.nbjobs.ca/occupations).



### EMPLOYMENT BY INDUSTRY

<b>19.6%</b>	Professional, scientific and technical services
<b>18.6%</b>	Public administration
<b>10.5%</b>	Educational services
<b>51.2%</b>	All Other Industries



### EMPLOYMENT BY AGE

<b>12.9%</b>	15-24
<b>33.8%</b>	25-34
<b>25.4%</b>	35-44
<b>16.0%</b>	45-54
<b>9.4%</b>	55-64
<b>2.4%</b>	65+

### ALSO KNOWN AS

- Advertising Consultant
- Communications Officer (Except Emergency Services)
- Communications Specialist
- Digital Marketing Consultant
- Event Marketing Specialist
- Fundraising Consultant

### MAIN DUTIES:

This group performs some or all of the following duties:

- Assess characteristics of products or services to be promoted to determine marketing and advertising needs of an establishment
- Advise clients on marketing, advertising or sales promotion opportunities and strategies
- Develop strategies and related content for direct and digital marketing and advertising campaigns and implement them
- Manage post campaign analysis to measure and report on marketing and advertising metrics
- Develop and maintain social media accounts, including managing customer reviews and testimonials.

