



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



Moderate

3-YEAR JOB OPENINGS

179

MEDIAN HOURLY WAGE

\$29.33

\$16.35 \$62.50
LOW HIGH

TYPICALLY REQUIRED



University

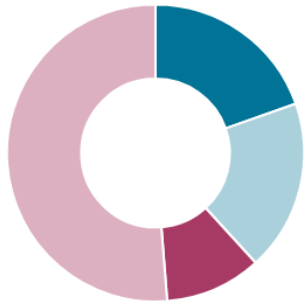
EMPLOYED

1,547

AVERAGE SALARY

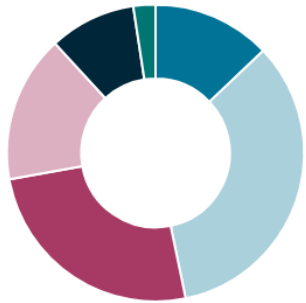
\$66,000

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



EMPLOYMENT BY INDUSTRY

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



EMPLOYMENT BY AGE

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

ALSO KNOWN AS

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

