

Traditionally Entry Level Marketing Positions are in the following areas:

**Product/Brand Management** - are responsible for commissioning and interpreting market research studies, analyzing sales data and identify trends, working with advertising agencies to develop new campaigns, and working with sales managers to coordinate new promotions. Recent college graduates usually start as brand assistants, working directly for the brand or product manger.

**Sales Management** - A wide variety of industrial, consumer goods, and service organizations offer entry-level jobs that will eventually lead to sales management and general marketing management positions. Nearly all of them offer an exceptional level of independence: salespeople are largely responsible for managing their own time and activities. Because of the large number of sales positions and the importance of developing customer and/or distributor relationships, sales positions are usually very lucrative.

**Advertising** - Advertising positions are available in three kinds of organizations: advertisers, media, and agencies. Advertisers include manufacturers, retail stores, service firms, and many other types of companies including all forms of media. Most advertising agencies offer job opportunities in account management, research, media, and creative services. Generally entry-level positions in an agency are for media buyers and copywriters.

**Retailing** - Usually an entry-level is placed in the company's management training program then given a position as an assistant buyer or assistant department manager. Advancement and responsibility can be achieved quickly because there is a shortage of qualified personnel in retailing and superior performance of an individual is quickly reflected in sales and profits -- two visible measures of success. There are two management tracks in retailing: merchandise management and store management.

**Consulting and Marketing Research** -Consultants and researchers are basically problem solvers. Success in the area requires not only an understanding of statistics and computers but also knowledge of buyer behavior and an ability to communicate with management. Individuals who are inquisitive, methodical, analytical, and solution oriented find the field particularly rewarding.

## Hot Jobs for 2013

### **SOCIAL MEDIA MARKETING MANAGER**

**Nationwide Salary Range:** \$48k-\$117k

**Average Salary:** \$61,000

**1-Year Job Growth:** 103%

**Typical Job Experience:** 1-4 Years

**Related Jobs:** *Director of Social Media Marketing, Public Relations Manager: Social Media, Social Media Community Manager, Social Media Outreach Coordinator*

### **SOCIAL MEDIA STRATEGIST**

**Nationwide Salary Range:** \$36k-\$104k

**Average Salary:** \$78,000

**1-Year Job Growth:** 58%

**Typical Job Experience:** 1-4 Years

**Related Jobs:** *Social Media Marketing Researcher, Social Media Analyst, Social Media Development*

### **SOCIAL MEDIA SPECIALIST**

**Nationwide Salary Range:** \$30k-\$77k

**Average Salary:** \$50,000

**1-Year Job Growth:** 42%

**Typical Job Experience:** 1-4 Years

**Related Jobs:** *Internet/Web and Social Media Specialist, Social Media Representative, Social Media Monitor, Social Media Planner*

### **DIRECTOR OF INTERNET MARKETING**

**Nationwide Salary Range:** \$49k-\$112k

**Average Salary:** \$85,000

**1-Year Job Growth:** 71%

**Typical Job Experience:** 10-14 years

**Related Jobs:** *Internet Marketing Specialist, Project Manager: Internet Marketing, Internet Marketer, Brand/Internet Marketing Agent*

### **SEO/SEARCH MARKETING DIRECTOR**

**Nationwide Salary Range:** \$54k-148k

**Average Salary:** \$103,000

**1-Year Job Growth:** 88%

**Typical Job Experience:** 5-19 years

**Related Jobs:** *Director of SEO, SEM Director, Search Marketing Coordinator*

## **Other Top Positions/Titles Include**

- Media Relations specialists
- User Experience Designers
- Web Developers
- Java Developers
- Content managers
- Project managers
- Market Research Analyst and Marketing Specialists

## **10 Surprising Marketing Job Titles for the Next 10 Years**

1. Transcultural Anthropologist
2. Truth Engineer
3. Mobile Marketing Jedi
4. Gesture Writer
5. Casting Agent
6. Data Story Teller
7. Content Archivist
8. Details Despot
9. Sustainability Czar
10. Community Executive

Source: 10 Surprising Marketing Job Titles for the Next 10 Years by Scott Redick, Forbes Magazine  
<http://www.forbes.com/sites/onmarketing/2013/01/02/10-surprising-marketing-job-titles-for-the-next-10-years/>

## Online Resources

### **The Creative Group (TAG)**

- Recruiting Agency for Design & Marketing Talent
- Awesome Website with A Library of Job Descriptions, Blog, and Salary Calculator
- <http://www.creativegroup.com/Home>

### **Onward Search: Digital Marketing and Creative Staffing**

- Nationwide Staffing agency
- Career Center with a great blog and salary guide
- <http://blog.onwardsearch.com/>

### **Career Rookie: internships, part-time jobs, and entry-level careers**

- Connects college students and recent graduates with jobs
- Jobs sorted by category (Sales Analyst, Marketing Research, Account Manager, etc.)
- <http://www.careerrookie.com/>

### **Content Marketing Institute**

- Articles, Blog, Research, Free Webinars, Job Listings
- <http://contentmarketinginstitute.com/>

### **Snagajob**

- Lists jobs and career development information
- Check out the resources page!
- <http://www.snagajob.com/>

### **Don't Forget About:**

The American Marketing Association

Linked-In

WorkNola

UNO Career Center

Your Professors, Friends, Family

## Great Marketing & Career Development Blogs

### **Ask A Manager: and if you don't, I'll tell you anyway**

[www.askamanager.org](http://www.askamanager.org)

### **Danny Brown**

<http://dannybrown.me/>

### **Famous Bloggers**

- lots of successful bloggers, one site.

<http://www.famousbloggers.net/category/marketing>

**Heidi Cohen**

<http://heidicohen.com/>

## Want to learn more?

“Millennial Branding and StudentAdvisor.com Release New Study on Student Career Development” by Dan Schwabel

<http://millennialbranding.com/2012/11/student-career-development-study/>

“Top 42 Content Marketing Blogs”

<http://contentmarketinginstitute.com/top-content-marketing-blogs/>

“College Graduates’ Best Job Bet: Word of Mouth” by Chris Farrell

<http://www.businessweek.com/articles/2012-06-14/college-graduates-best-job-bet-word-of-mouth>

“How To Get Your Dream Job Before Graduating College” by Matt Miller

<http://www.forbes.com/sites/mattmiller/2012/11/28/job-before-graduating-college/>

“Exchange Your Unpaid Internship for A Job” by Victoria Pynchon

<http://www.forbes.com/sites/shenegotiates/2012/11/15/exchange-your-unpaid-internship-for-a-job/>