

Advertising, Marketing and Public Relations Managers

Description

Advertising, marketing, public relations and e-business managers plan, organize, direct, control and evaluate the activities of establishments and departments involved in commercial, industrial and e-business advertising, marketing and public relations. They are employed by commercial and industrial establishments, government departments, and advertising, marketing and public relations firms or consulting businesses.

Duties:

- Advertising managers plan, direct and evaluate the activities of firms and departments that develop and implement advertising campaigns to promote the sales of products and services.
- Marketing managers establish distribution networks for products and services, initiate market research studies and analyze their findings, assist in product development, and direct and evaluate the marketing strategies of establishments.
- Public relations managers direct and evaluate establishments and departments that develop and implement communication strategies and information programs, publicize activities and events, and maintain media relations on behalf of businesses, governments and other organizations.
- E-business managers plan, organize, direct, control and evaluate the design, development and maintenance of Internet, Intranet and mobile applications to manage an organization's online presence including public relations, communications, commercial activities and social media management.

Other titles:

- media relations director
- Web marketing manager
- fundraising campaign manager
- advertising director
- promotions manager
- Web communications manager
- sales and marketing manager
- Internet communications manager
- public relations director

(Government of Canada National Occupation Classification)

Skills



Education/Training Requirements

Ontario Secondary School Diploma (OSSD)

- Most college/university programs in Ontario require an OSSD or Mature Student Status

Post-secondary diploma/degree

- For advertising and public relations managers, a university degree or college diploma in communications, public relations, marketing, journalism or in a related field is required
- For marketing managers, a university degree or college diploma in business administration or a related field with a specialization in sales or marketing is required
- For E-business managers, a university degree or college diploma in a field related to electronic commerce, website content development, or internet and mobile services is usually required

Certification

- For advertising, public relations and marketing managers several years of experience in a related occupation are required
- For E-business managers, experience in website design, interactive media development, data administration or information systems analysis is usually required

Potential Earnings in Durham Region

The average and median wages and salaries for individuals employed as advertising, marketing and public relations managers are as follows. Place of Residence (POR) is defined as individuals who reside within the Durham Region. Place of Work (POW) is defined as individuals who are employed within the Durham Region.

Median Wages and Salaries (POR)	Average Wages and Salaries (POR)	Median Wages and Salaries (POW)	Average Wages and Salaries (POW)
\$79,184	\$85,302	\$73,318	\$75,646

Employment Prospects

Industry (NAICS)	Jobs in Durham Region (POW)	Durham Region Residents Employed (POR)
5111 – Newspaper, Periodical, Book and Director Publishers	20	30
5171 – Wired Telecommunications Carriers	15	45

(Ministry of Advanced Education and Skills Development 2016 data in Durham Workforce Authority's 2017 Sector Report)