

# Advertising

A guide for newcomers to British Columbia



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## 1. Working as an Advertising Professional

### *Job Description*

#### **Advertising, Marketing and Public Relations Managers [NOC 2021: 10022 / NOC 2016: 0124]**

Working as an **advertising, marketing, and public relations managers**, you may perform the following duties:

- plan, direct and evaluate the activities of firms and departments that develop and implement advertising campaigns to promote the sales of products and services
- initiate market research studies and analyze their findings, assist in product development, and direct and evaluate the marketing strategies of establishments
- 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

Source:

- **WorkBC Career Profile**, Advertising, marketing and public relations managers  
<https://www.workbc.ca/Jobs-Careers/Explore-Careers.aspx>

#### **Professional Occupations in Advertising, Marketing and Public Relations [NOC 2021: 11202 / NOC 2016: 1123]**

Working as a specialist in advertising, marketing and public relations, you may perform the following duties:

- analyse, develop and implement communication and promotion strategies and information programs,
- analyse advertising needs and develop appropriate advertising and marketing plans,
- publicize activities and events and promotions
- maintain media relations on behalf of businesses, governments and other organizations, and for performers, athletes, writers and other talented individuals

Source:

- **WorkBC Career Profile**, Professional occupations in advertising, marketing and public relations <https://www.workbc.ca/Jobs-Careers/Explore-Careers.aspx>

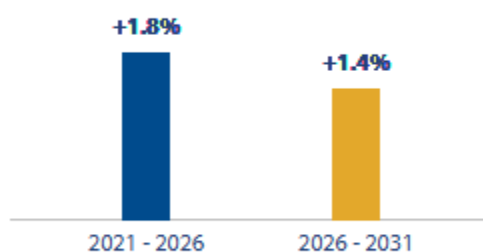
## Industry Overview

British Columbia's advertising industry includes ad agencies, public relations agencies, and other types of advertising professionals, such as producers of advertising materials and direct mailing. The majority of advertising professionals (approximately 80%) are employed in the Lower Mainland.

### Job Outlook in BC

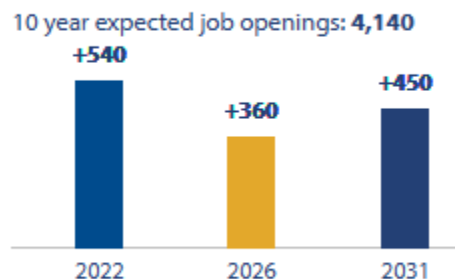
#### Advertising, Marketing and Public Relations Managers

##### Forecasted average employment growth rate



Source: B.C. Labour Market Outlook

##### Job openings

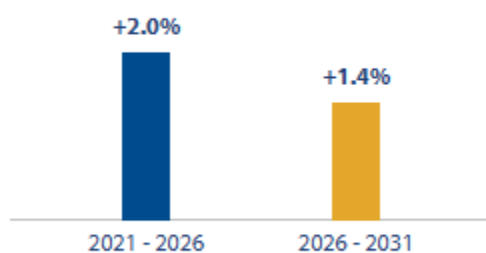


Source: B.C. Labour Market Outlook

Chart from WorkBC

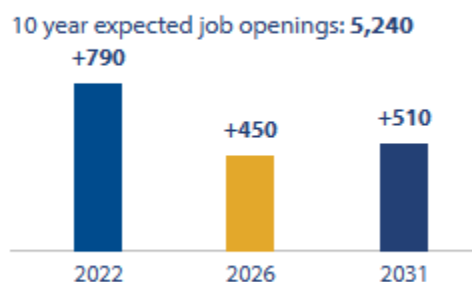
## Professional Occupations in Advertising, Marketing & Public Relations

### Forecasted average employment growth rate



Source: B.C. Labour Market Outlook

### Job openings



Source: B.C. Labour Market Outlook

Chart from WorkBC

WorkBC provides job openings in BC regions from 2021-2031:

Region	Employment in 2021	Average Annual Employment Growth 2021-2031	Estimated Number of Job Opening 2021-2031
<b>Vancouver Island</b>			
▪ Sales/Mkt/Advertising Manager	1,030	1.5%	420
▪ Advertising, marketing and public relations professionals	1,820	1.5%	750
<b>Lower Mainland/Southwest</b>			
▪ Sales/Mkt/Advertising Mgr	8,740	1.7%	3,920
▪ Advertising, marketing and public relations professionals	10,130	1.7%	3,980
<b>Thompson-Okanagan</b>			
▪ Sales/Mkt/Advertising Mgr	650	2.0%	310
▪ Advertising, marketing and public relations professionals	800	2.0%	370
<b>Kootenay</b>			
▪ Sales/Mkt/Advertising Mgr	150	0.7%	50
▪ Advertising, marketing and public relations professionals	130	1.5%	50

<b>Cariboo</b> <ul style="list-style-type: none"> <li>▪ Sales/Mkt/Advertising Mgr</li> <li>▪ Advertising, marketing and public relations professionals</li> </ul>	140	0.5%	30
<b>North Coast &amp; Nechako</b> <ul style="list-style-type: none"> <li>▪ Sales/Mkt/Advertising Mgr</li> <li>▪ Advertising, marketing and public relations professionals</li> </ul>	60	2.0%	20
<b>Northeast</b> <ul style="list-style-type: none"> <li>▪ Sales/Mkt/Advertising Mgr</li> <li>▪ Advertising, marketing and public relations professionals</li> </ul>	N/A	N/A	N/A
<ul style="list-style-type: none"> <li>▪ Advertising, marketing and public relations professionals</li> </ul>	50	1.3%	20

You can learn more about working as an Advertising Manager or Professional in BC from:

- **WorkBC Career Profile, Advertising, marketing and public relations managers**
- **WorkBC Career Profile, Professional occupations in advertising, marketing and public relations**
  - <https://www.workbc.ca/Jobs-Careers/Explore-Careers.aspx>
- **Career Cruising, Profile for Advertising Account Executive**  
<https://www.vpl.ca/digital-library/career-cruising>

Available from the VPL Digital Library | Explore our Digital Library page

### ***Types of Employers***

Advertising professionals are employed by advertising agencies and companies or government agencies with in-house advertising departments.

## Salary

Salaries for advertising account executives vary widely depending on experience, responsibilities, and education. In BC, the median annual salary for Advertising, marketing and public relations managers is \$82,006. The median annual salary for Professional occupations in advertising, marketing and public relations is \$59,898.

In BC's regions you can expect to earn:

### Advertising, Marketing & Public Relations Managers

Community/Area	Wages (\$/hour)		
	Low	Median	High
<a href="#">British Columbia</a>	24.04	39.32	67.31
<a href="#">Cariboo Region</a>	24.04	39.32	67.31
<a href="#">Kootenay Region</a>	24.04	39.32	67.31
<a href="#">Lower Mainland–Southwest Region</a>	25.00	39.32	72.12
<a href="#">Thompson–Okanagan Region</a>	24.04	39.32	67.31
<a href="#">Vancouver Island and Coast Region</a>	24.04	39.32	67.31

### Professional Occupations in Advertising, Marketing and Public Relations

Community/Area	Wages (\$/hour)		
	Low	Median	High
<a href="#">British Columbia</a>	18.00	28.72	44.05
<a href="#">Cariboo Region</a>	15.65	25.00	35.38
<a href="#">Lower Mainland–Southwest Region</a>	18.00	27.88	43.44
<a href="#">Nechako Region</a>	20.00	29.23	61.54
<a href="#">North Coast Region</a>	20.00	29.23	61.54
<a href="#">Thompson–Okanagan Region</a>	18.00	28.72	44.05
<a href="#">Vancouver Island and Coast Region</a>	17.44	30.00	42.56

Charts from Job Bank Wage Report [http://www.jobbank.gc.ca/wage-outlook\\_search-eng.do?reportOption=wage](http://www.jobbank.gc.ca/wage-outlook_search-eng.do?reportOption=wage)

## **Working Hours**

Most advertising professionals work full-time. Most average 9 to 11 hours a day and 50 to 60 hours a week. Weekend work is common. Sometimes you have to work very long and irregular hours to meet deadlines. Those who are just started in the business tend to work the longest hours.

Source: Career Cruising, profile for Advertising Account Executive,

## **2. Skills, Education and Experience**

### **Skills**

- excellent oral and written communication
- ability to work as part of a team
- leadership skills
- strong creative thinking
- good interpersonal communication
- ability to work with numbers and budgets
- ability to work under pressure and meet deadlines
- excellent organizational skills
- strategic thinking
- self-motivated, and able to motivate others
- knowledge of current trends, styles, and ad campaigns

### **Education and Experience**

- *Advertising professionals* usually require a university degree or college diploma in public relations, communications, marketing, journalism or in a related field
- *Advertising managers* **also** require several years of experience as an advertising officer, public relations officer or communications officer or in a related occupation.

Source: WorkBC

## **Qualifications**

***This occupation is not regulated in British Columbia.***

## **Licensing Requirements for Advertising Sector**

In B.C., there are no licensing requirements for advertising professionals.

While there are no mandatory educational requirements it may be difficult to get a job in the advertising industry without previous experience, a university degree, or a college diploma.

## **3. Finding Jobs**

You'll find job advertisements in local newspapers, electronic sources, and through professional associations.

### ***Local Newspapers***

You can look at the *Vancouver Sun* & *The Province* at Vancouver Public Library for free. Check the job postings daily and the careers section in the *Vancouver Sun* on Wednesdays and Saturdays and in *The Province* on Sundays.

### ***Online Job Postings***

- **Indeed.com**  
[https://ca.indeed.com/advanced\\_search](https://ca.indeed.com/advanced_search)  
<https://ca.indeed.com/Advertising-jobs-in-Vancouver,-BC>  
Find jobs posted on a multitude of company career sites and job boards
- **Strategy: careers**  
<https://strategyonline.ca/careers/>  
the website for Canada's national marketing community
- **WorkBC**  
<https://www.workbc.ca/search-and-prepare-job/find-jobs#/job-search>



### ***Professional Association's Career Resources***

- **Interactive Advertising Bureau of Canada Job Board**  
<https://iabcanada.com/iab-resources/job-board/>
- **Canadian Marketing Association Job Board**  
<https://www.marketing-jobs.ca/jobs/british-columbia/>

### ***Identifying the Right Position***

When you browse job advertisements, you'll find a wide range of different job titles that are relevant.

- Advertising Manager
- Promotions Manager
- Advertising Account Executive
- Advertising Consultant
- Advertising Specialist
- Director Marketing
- Director Advertising

### ***Creating a List of Potential Employers***

You can use directories to produce lists of companies in the Lower Mainland or BC. Contact them directly to find out if they're hiring.

- **Interactive Advertising Bureau Membership Directory**  
<https://iabcanada.com/membership/our-members/>
- **ICA: Institute of Canadian Agencies: member agencies list**  
<https://theica.ca/members>
- **Association of Canadian Advertisers Members List**  
<https://acaweb.ca/en/membership/our-members/>
- **Reference Canada**  
<https://www.vpl.ca/digital-library/reference-canada>

Click on "Start Search" beside Canadian Businesses, then select the "Advanced Search" button. Select both "Keyword/SIC/NAICS" under Business

Type and "City" under Geography. In the top search box enter "advertising" and click SEARCH. Select the appropriate headings. Lower down, select the Province, choose the cities, and click the "View Results" button.

Available from the VPL Digital Library | Explore our Digital Library page

**NOTE:** *You can access this database from a Library computer. If you are using a computer from outside the Library, you will need a Vancouver Public Library card to login to this database. After clicking on the database name, you will be asked to enter your library card number and PIN (usually last four digits of your telephone number).*

## 4. Applying for a Job

In Canada, employers usually expect to receive a resume or curriculum vitae and a cover letter that identifies the position you are applying for and summarizes your relevant experience.

Use the library catalogue, <https://vpl.bibliocommons.com/> to find books on writing resumes and cover letters specific to your industry.

To learn about applying for jobs in Canada, use the following guides which are available in print at the Central Library or online at <https://www.vpl.ca/siic/>.

- **Writing Resumes and Cover Letters**  
<https://www.vpl.ca/siic/guide/job-search-resources/writing-resumes-and-cover-letters>
- **Getting Canadian Work Experience**  
<https://www.vpl.ca/siic/guide/job-search-resources/getting-canadian-work-experience>
- **Networking for Employment**  
<https://www.vpl.ca/siic/guide/job-search-resources/networking-for-employment>
- **Learn More About Working in BC and Canada**  
<https://www.vpl.ca/siic/guide/job-search-resources/learn-more-about-working-in-bc-and-canada>

## 5. Getting Help from Industry Sources

### ***Industry Associations***

Associations for advertising in BC and Canada provide information and assistance. Registration and fees are usually required for membership.

- **Institute of Canadian Agencies (ICA)**  
<https://theica.ca/>
- **Interactive Advertising Bureau of Canada (IAB)**  
<https://iabcanada.com>
- **Canadian Marketing Association (CMA)**  
<https://thecma.ca/>
- **Association of Canadian Advertisers (ACA )**  
<http://www.acaweb.ca/en/>

### ***Industry Journals***

Search the Vancouver Public Library catalogue for journals related to your profession. Examples at the Central Library:

- **Strategy:**  
Print version available at the Central Library or online at  
<https://strategyonline.ca/issue/>

***Questions? Please ask the Information Staff in the Central Library,  
Vancouver Public Library or telephone 604-331-3603.***

*Please note that the information in this guide is also available online through the Skilled Immigrant InfoCentre website at <https://www.vpl.ca/siic>.*