

Marketing Specialists

A guide for newcomers to British Columbia



Contents

1. Working as a Marketing Specialist.....	2
2. Skills, Education and Experience	7
3. Finding Jobs.....	7
4. Applying for a Job.....	10
5. Getting Help from Industry Sources	10

1. Working as a Marketing Specialist [NOC 2021: 11202/ NOC 2016: 1123]

Job Description

Marketing specialists help organizations figure out how to promote and sell their products and services. They work to raise a company's public profile and increase sales.

As a marketing specialist you do the following:

- Research products, market trends, and consumer demands
- Raise public awareness of companies' products and services
- Develop pricing, image, and selling strategies for products
- Help develop promotional materials, such as flyers and pamphlets

Source:

- Career Cruising (profile for Marketing Specialist)
Available from the VPL Digital Library | Explore our Digital Library page
<https://www.vpl.ca/digital-library/career-cruising/>

Industry Overview

Job Bank Canada reports that Job opportunities for Professional occupations in advertising, marketing and public relations are good in British Columbia over the next 3 years.

Source: Job Bank website <https://www.jobbank.gc.ca/>

Marketing Specialists

A guide for newcomers to British Columbia

FreshGigs.ca provides a list of the Top 10 Best Entry Level Digital Marketing Jobs in 2021 including: Social Media Specialist, Content Writer, Content Marketer, Digital Marketing Specialist and more.

<https://www.freshgigs.ca/blog/the-top-10-best-entry-level-digital-marketing-jobs-in-2021/>

The Robert Half Talent Solutions 2022 Demand for Skilled Talent report finds that: 98 % of senior managers in marketing & creative said it's challenging to find skilled marketing and creative professionals, with the most challenging areas being:

- Project management, traffic and operations
- Digital design and production
- Design and production

Notable positions in demand include: Advertising managers, E-commerce marketing managers, Marketing managers, Public relations managers, Social media managers, and Digital marketing specialist/managers

Source:

Demand for Skilled Talent 2022 Hiring and Employment Trends- Marketing & Creative
<https://www.roberthalf.ca/en/employment-trends-demand-for-skilled-talent#hiring-trends>

Most marketing jobs in BC are located in regions with large urban centres such as Metro Vancouver and Victoria.

Job Outlook in BC

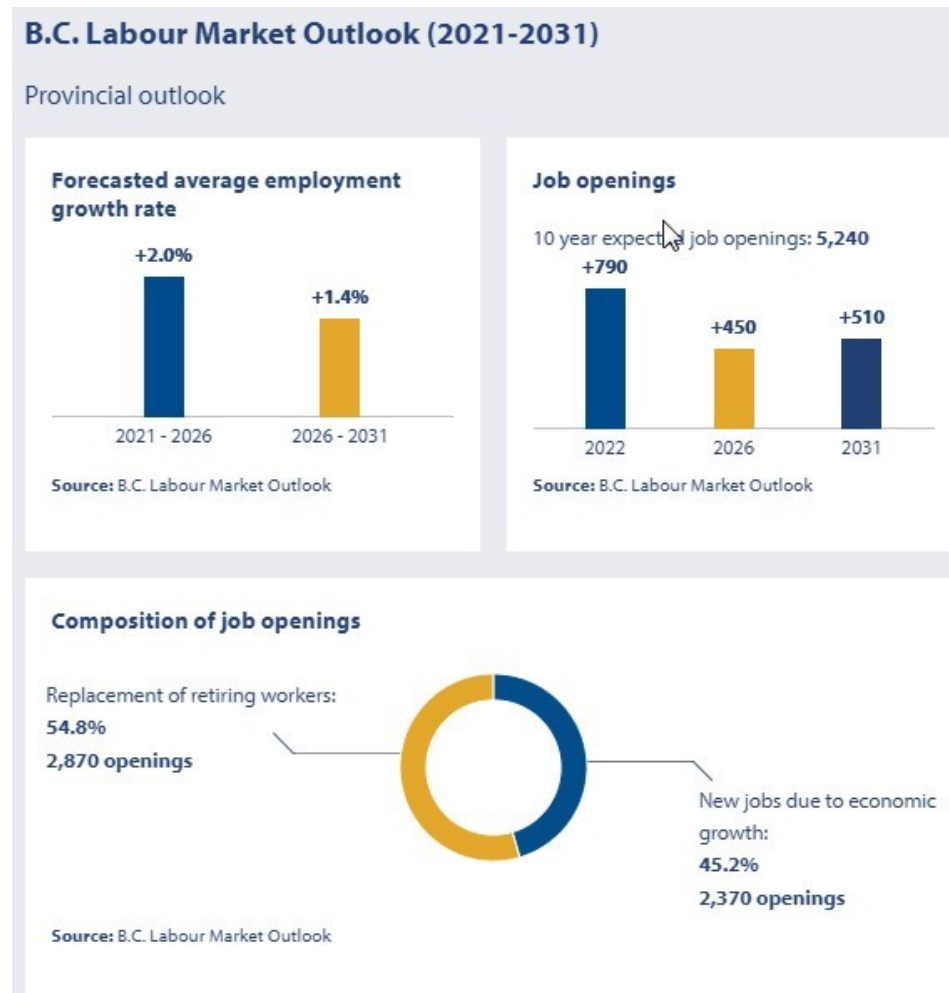


Chart from WorkBC

WorkBC provides job openings for professional occupations in the combined fields of Advertising, Marketing & Public Relations in BC regions from 2021-2031:

Region	Employment in 2021	Average Annual Employment Growth 2021-2031	Expected Number of Job Openings 2021-2031
Vancouver Island	1,820	1.5%	750
Lower Mainland /Southwest	10,130	1.7%	3,980
Thompson-Okanagan	800	2.0%	370
Kootenay	130	1.5%	50
Cariboo	90	1.1%	30
North Coast & Nechako	50	1.5%	20
Northeast	50	1.3%	20

Marketing Specialists

A guide for newcomers to British Columbia

You can learn more about working as a Marketing Specialist in BC from

- **WorkBC, Career Profiles for Advertising, Marketing & Public Relations**
<https://www.workbc.ca/Jobs-Careers/Explore-Careers.aspx> [search Marketing Specialist]
- **Career Cruising** (profile for Marketing Specialist)
Available from the VPL Digital Library | Explore our Digital Library page
<https://www.vpl.ca/digital-library/career-cruising/>

Types of Employers

Marketing specialists work for all types of businesses and organizations including:

- Management consulting firms
- Marketing companies
- Advertising agencies
- Government Organizations
- Businesses of all kinds

You may also work as an independent freelance consultant.

Salary

The median annual salary for marketing specialists in BC is \$59,586. Your earnings vary according to the size of the organization, your experience, education and level of responsibility.

If you work full-time for a company you usually also receive benefits; these may include health insurance, dental coverage, paid vacation and sick leave and a pension plan.

Sources:

- Career Cruising
- WorkBC Career Profile

Marketing Specialists

A guide for newcomers to British Columbia

In BC's regions you can expect to make:

Community/Area	Wages (\$/hour)		
	Low	Median	High
British Columbia	18.00	28.72	44.05
Cariboo Region	15.20	25.00	35.38
Kootenay Region	N/A	N/A	N/A
Lower Mainland–Southwest Region	18.00	27.88	43.44
Nechako Region	20.00	29.23	61.54
North Coast Region	20.00	29.23	61.54
Northeast Region	N/A	N/A	N/A
Thompson–Okanagan Region	18.00	28.72	44.05
Vancouver Island and Coast Region	17.44	30.00	42.56
Canada	17.79	30.45	51.92

Source:

Job Bank <https://www.jobbank.gc.ca/trend-analysis/search-wages>

See also:

- ***Creative & Marketing Salary Guide 2019, Robert Half***
<https://www.roberthalf.ca/en/salary-guide>

reports projected starting salaries and employment trends information

Working Hours

The majority of marketing specialists work in full-time jobs typically working 40 hours a week. You may be expected to work evenings and weekends in order to meet deadlines.

You may also have to travel for business.

2. Skills, Education and Experience

Skills

- strong oral and written communication skills
- creative thinking
- ability to work with others
- problem solving
- decision making
- ability to work under pressure
- motivation and flexibility to succeed in a competitive environment
- outgoing personality

Source: *Career Cruising*

Education and Experience

Marketing specialists require:

- A university degree or college diploma in business marketing or related field

Qualifications

This occupation is not regulated in British Columbia.

There are no mandatory requirements for licensing or professional certification in order to work as a marketing specialist in BC.

3. Finding Jobs

You'll find job advertisements in local newspapers, trade journals, and electronic sources.

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
Find jobs posted on a multitude of company career sites and job boards.
- **Strategy Magazine Careers**
<https://strategyonline.ca/careers/>
- **Robert Half Talent Solutions – Creative & Marketing**
<https://www.roberthalf.ca/en/jobs/creative-and-marketing>

Professional Associations' Career Resources

- **BCAMA Career Listings**
<https://careers.bcama.com/>
- **Canadian Marketing Association – Marketing Jobs**
<https://www.marketing-jobs.ca/>

Identifying the Right Position

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

For marketing specialists, look for these related job titles:

- campaign manager
- communications specialist
- brand manager
- marketing analyst
- marketing consultant or coordinator
- product manager
- sales and marketing specialist
- market research analyst

Creating a List of Potential Employers

You can use directories to produce lists of potential employers. Contact them directly to find out if they're hiring.

- **Business in Vancouver. Book of Lists**

Biggest companies in British Columbia

Available at the Central Library 338.9711 B97b and online at www.biv.com/lists
<https://biv.com/lists#hospitality-marketing-amp-tourism>

- **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 "marketing" 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 marketing professionals in BC and Canada can provide information and assistance. Registration and fees are required for membership.

- **BCAMA, Marketing Association of British Columbia**
<https://www.bcama.com/>

The BC Chapter of the American Marketing Association

- **Canadian Internet Marketing Association**

<https://www.internetmarketingassociation.ca/>

- **Canadian Marketing Association**

<https://thecma.ca/>

Industry Journals

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

- **Strategy**

Available in print at the Central Library, 658.805 P72

Online at <https://strategyonline.ca/>

***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>.