

Advertising

A guide for newcomers to British Columbia



Vancouver Public Library

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1. Working as an Advertising Professional

Job Description

Advertising, Marketing and Public Relations Managers NOC 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 (NOC 0124) <https://www.workbc.ca/Job-Seekers/Career-Profiles/4021>

Professional Occupations in Advertising, Marketing and Public Relations NOC 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 (NOC 1123) <https://www.workbc.ca/Job-Seekers/Career-Profiles/1123>

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 75%) are employed in the Lower Mainland.

Source: WorkBC, www.workbc.ca

Job Outlook in BC

Advertising, Marketing and Public Relations Managers (NOC 0124)

Advertising, marketing and public relations managers (NOC 0124) Employment Outlook

1.3% Expected annual demand growth rate (2015-2025) **3,500** Job openings (2015-2025)

N/A - Data not available or not provided due to data quality issues

Occupation Outlook for B.C.:

% of job openings from replacement 69%

% of job openings from expansion 31%

Source: <<https://www.workbc.ca/Job-Seekers/Career-Profiles/4021>>

Professional Occupations in Advertising, Marketing & Public Relations (NOC 1123)

Professional occupations in advertising, marketing & public relations (NOC 1123) Employment Outlook

1.3% Expected annual demand growth rate (2015-2025) **3,370** Job openings (2015-2025)

N/A - Data not available or not provided due to data quality issues

Occupation Outlook for B.C.:

% of job openings from replacement 59%

% of job openings from expansion 41%

Source: <<https://www.workbc.ca/Job-Seekers/Career-Profiles/1123>>

The **Employment Outlook for BC** provides job openings projections within BC regions:

Region	2015-2025 Estimated Employment	2015-2025 Average Annual Employment Growth
Vancouver Island <ul style="list-style-type: none"> ▪ Sales/Mkt/Advertising Manager ▪ Advertising, marketing and public relations professionals 	 400 540	 1.3% 1.3%
Lower Mainland/Southwest <ul style="list-style-type: none"> ▪ Sales/Mkt/Advertising Mgr ▪ Advertising, marketing and public relations professionals 	 2850 2680	 1.4% 1.4%
Thompson-Okanagan <ul style="list-style-type: none"> ▪ Sales/Mkt/Advertising Mgr ▪ Advertising, marketing and public relations professionals 	 250 150	 1.5% 1.3%
Kootenay <ul style="list-style-type: none"> ▪ Sales/Mkt/Advertising Mgr ▪ Advertising, marketing and public relations professionals 	 N/A N/A	 N/A N/A
Cariboo <ul style="list-style-type: none"> ▪ Sales/Mkt/Advertising Mgr ▪ Advertising, marketing and public relations professionals 	 N/A N/A	 N/A N/A
North Coast & Nechako <ul style="list-style-type: none"> ▪ Sales/Mkt/Advertising Mgr ▪ Advertising, marketing and public relations professionals 	 N/A N/A	 N/A N/A
Northeast <ul style="list-style-type: none"> ▪ Sales/Mkt/Advertising Mgr ▪ Advertising, marketing and public relations professionals 	 N/A N/A	 N/A N/A

Source:

<https://www.workbc.ca/Job-Seekers/Career-Profiles/4021>

<https://www.workbc.ca/Job-Seekers/Career-Profiles/1123>

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

- **WorkBC Career Profile**, Advertising, marketing and public relations managers (NOC 0124) <https://www.workbc.ca/Job-Seekers/Career-Profiles/4021>

- WorkBC Career Profile, Professional occupations in advertising, marketing and public relations (NOC 1123) <https://www.workbc.ca/Job-Seekers/Career-Profiles/1123>

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 (NOC 0124) is \$70,180. The median annual salary for Professional occupations in advertising, marketing and public relations (NOC 1123) is \$64,174.

Job Bank Canada Wage Report, provides hourly wages for managers and professionals engaged in providing advertising services (NOC 0611) in BC regions:

Hourly Wages for Advertising, marketing and public relations managers (NOC 0124)

Location	Wage (\$/hr)		
	Low	Median	High
British Columbia	18.41	33.65	75.00
Cariboo Region	N/A	N/A	N/A
Kootenay Region	N/A	N/A	N/A
Lower Mainland - Southwest Region	21.00	39.23	75.00
Nechako Region	N/A	N/A	N/A
North Coast Region	N/A	N/A	N/A
Northeast Region	N/A	N/A	N/A
Thompson--Okanagan Region	N/A	N/A	N/A
Vancouver Island and Coast Region	18.41	33.65	75.00

Table from Job Bank Canada Wage Report <http://www.jobbank.gc.ca/home-eng.do?lang=eng>

Hourly Wages for Professional occupations in advertising, marketing and public relations (NOC 1123)

Location	Wage (\$/hr)		
	Low	Median	High
British Columbia	16.00	30.77	48.08
<u>Cariboo Region</u>	N/A	N/A	N/A
<u>Kootenay Region</u>	N/A	N/A	N/A
<u>Lower Mainland - Southwest Region</u>	15.00	30.22	49.45
<u>Nechako Region</u>	N/A	N/A	N/A
<u>North Coast Region</u>	N/A	N/A	N/A
<u>Northeast Region</u>	N/A	N/A	N/A
<u>Thompson--Okanagan Region</u>	N/A	N/A	N/A
<u>Vancouver Island and Coast Region</u>	16.00	30.77	48.08

Table from *Job Bank Canada Wage Report* <http://www.jobbank.gc.ca/home-eng.c?lang=eng>

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 they 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, <http://www.vpl.ca/digital-library/career-cruising>

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

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:

<https://www.workbc.ca/Job-Seekers/Career-Profiles/4021>

<https://www.workbc.ca/Job-Seekers/Career-Profiles/1123>

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.

Job White Pages

- **JOB Freeway.com**

<http://www.vpl.ca/digital-library/jobfreewaycom>

Available from the VPL Digital Library | Explore our Digital Library page
Access at VPL locations only

Online Job Postings

- **Indeed.com**

http://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**

<http://strategyonline.ca/careers/>

the website for Canada's national marketing community

- **IAB Canada: Interactive Advertising Bureau of Canada**

<https://iabcanada.com/iab-resources/job-board/>

- **WorkBC**

<https://www.workbc.ca/JobSeekers/SearchResults.aspx>

- **BC Jobs.ca**

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

Professional Association's Career Resources

- **Institute of Communication Agencies (ICA)**

<http://icacanada.ca/>

So...You Want to be in an Advertising Agency?

<http://www.icacanada.ca/aarc/assetDetail.aspx?id=33>

information on variety of careers to be found in a full-service advertising agency

- **Interactive Advertising Bureau of Canada**

<http://iabcanada.com/>

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.

- **Ad Pages**

Includes 'Biggest Ad Agencies in Vancouver', and a comprehensive directory of Vancouver's advertising industry.

Available at the Central Library. 380 Ad2CB

- **ICA: Institute of Communication Agencies:** member agencies list

<http://icacanada.ca/www/Member%20Agencies%20List.aspx>

- **Reference Canada**

<http://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 LOOKUP. 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 (curriculum vitae) and a cover letter that identifies the position you are applying for and summarizes your relevant experience.

Use the library catalogue, <http://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 pathfinders which are available in print at the Central Library or online at <http://skilledimmigrants.vpl.ca/>.

- **Writing Resumes and Cover Letters**

Go to <http://skilledimmigrants.vpl.ca>

[Search Writing Resumes and Cover Letters]

- **Getting Canadian Work Experience**

Go to <http://skilledimmigrants.vpl.ca>

[Search Getting Canadian Work Experience]

- **Networking for Employment**

Go to <http://skilledimmigrants.vpl.ca>

[Search Networking for Employment]

- **Learn More About Working in BC and Canada**

Go to <http://skilledimmigrants.vpl.ca>

[Search Learn More About Working in BC and Canada]

5. Getting Help from Industry Sources

Industry Associations

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

- **Association of Canadian Advertisers ACA**

<http://www.acaweb.ca/en/>

This is a national association dedicated to serving the interests of marketing and advertising companies their products and services in Canada.

- **Institute of Communication Agencies (ICA)**

<http://www.icacanada.ca/>

ICA is the source for information, advice and training for Canada's communication and advertising industry,

- **Interactive Advertising Bureau of Canada**

Dedicated to the development and promotion of the digital marketing and advertising sector in Canada.

<http://iabcanada.com/about-iab-canada/>

Industry Journals

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

- **Strategy: Magazine Issues**

Print version available at the Central Library or online at

<http://strategyonline.ca/issue/>

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**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 <http://skilledimmigrants.vpl.ca/>



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