

# Marketing Specialists

A guide for newcomers to British Columbia



Vancouver Public Library

Funded by:

Financé par :



Immigration, Refugees  
and Citizenship Canada

Immigration, Réfugiés  
et Citoyenneté Canada

## Contents

1. Working as a Marketing Specialist [NOC 1123] .....	2
2. Skills, Education and Experience.....	6
3. Finding Jobs .....	8
4. Applying for a Job .....	10
5. Getting Help from Industry Sources .....	10

## 1. Working as a Marketing Specialist [NOC 1123]

### *Job Description*

Marketing specialists help organizations figure out how to promote and sell their products and services.

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

### *Industry Overview*

According to a report prepared for the Canadian Marketing Association, Canada's move to a digital marketplace is creating widespread change in the industry.

The report estimates there are nearly 1.1 million marketing-related jobs in Canada.

Future employment prospects are good. New opportunities in digital marketing (Internet, mobile, etc.) are expected to be the main areas of job growth over the next five years.

Source:

- Freshgigs.ca, December 2012  
<https://www.freshgigs.ca/blog/canadian-creative-and-marketing-jobs-outlook/>

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

### ***Job Outlook in BC***

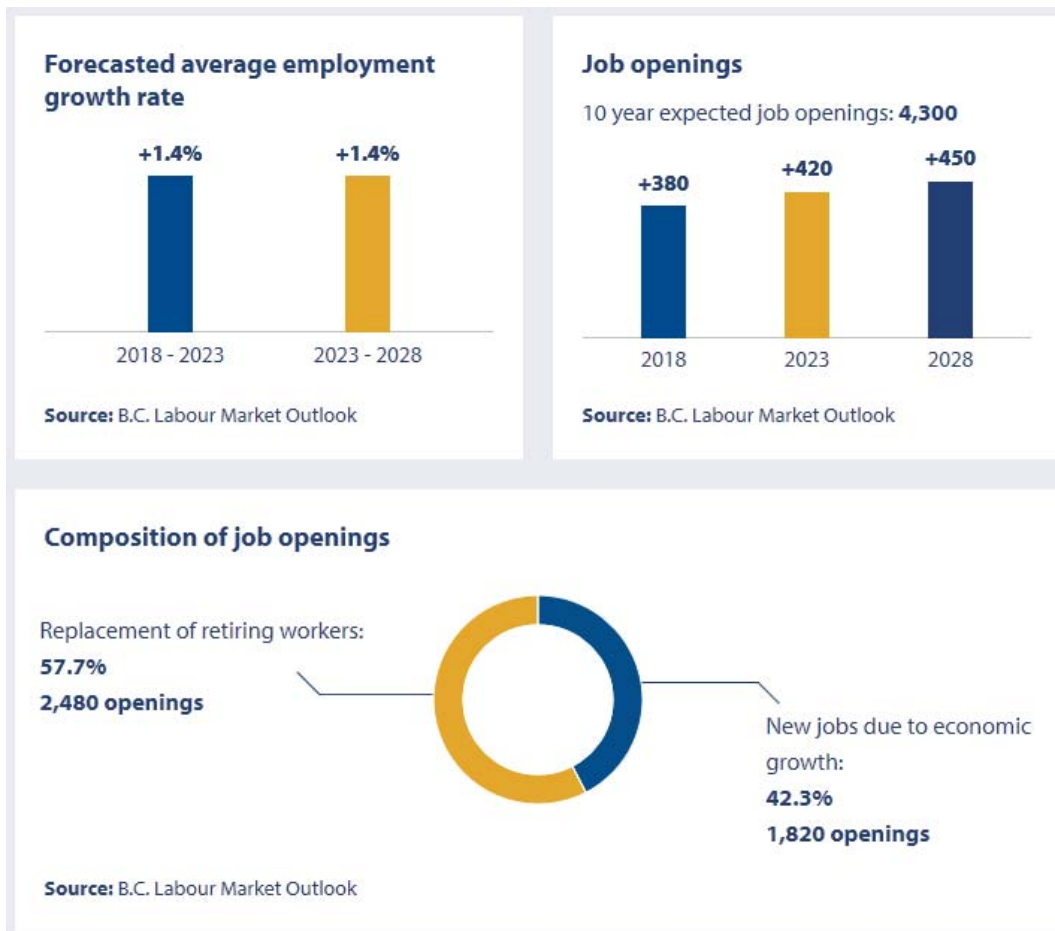


Chart from WorkBC

WorkBC provides job openings for professional occupations in Advertising, Marketing & Public Relations in BC regions from 2018-2028:

Region	Employment in 2018	Average Annual Employment Growth	Expected Number of Job Openings
Vancouver Island	1,640	1.4%	670
Lower Mainland /Southwest	9,410	1.4%	3,280
Thompson-Okanagan	680	1.1%	240
Kootenay	140	0.8%	50
Cariboo	90	0.5%	20
North Coast & Nechako	50	1.2%	20
Northeast	30	2.4%	20

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

- **WorkBC, Career Profiles** <http://workbc.ca/Careers> [search NOC 1123]
- **Career Cruising** (profile for Marketing Specialist)  
Available from the VPL Digital Library | Explore our Digital Library page  
<http://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 \$56,311. 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, including health insurance, paid vacation and sick leave.

Sources:

- Career Cruising
- WorkBC Career Profile

In BC's regions you can expect to make:

Community/Area	Wages (\$/hour)		
	Low	Median	High
<a href="#">British Columbia</a>	16.15	27.40	48.84
<a href="#">Lower Mainland - Southwest Region</a>	16.83	27.04	42.05
<a href="#">Thompson--Okanagan Region</a>	16.15	27.40	48.84
<a href="#">Vancouver Island and Coast Region</a>	18.27	29.00	57.69

Source: 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) [Search 1123]

See also:

- ***Creative & Marketing Salary Guide 2019, Robert Half***  
<https://www.roberthalf.ca/en/salary-guide/creative-and-marketing>  
Includes salary information for 85 marketing and creative positions in Canada & the US

## ***Working Hours***

The majority of marketing specialists work in full-time jobs. 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
- good leadership skills
- problem solving
- decision making
- ability to work under pressure
- motivation and flexibility to succeed in a competitive environment
- good eye for detail
- ability to make cold calls
- sales or customer service experience

Source: *Career Cruising*

A survey by The Creative Group found that 71% of creative and marketing managers report challenges finding job candidates with up-to-date digital skills. Employers increasingly seek creative and marketing candidates with skills in:

- Artificial intelligence (AI) and machine learning
- Content creation and content marketing
- Digital strategy
- Front-end web development
- Search engine marketing (SEM) and search engine optimization (SEO)
- Social media management
- Motion graphics & video production

Source: <https://www.roberthalf.ca/en/salary-guide/creative-and-marketing>

### ***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.

#### ***Job White Pages***

- Available in print at the Central Library or online at <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](http://ca.indeed.com/advanced_search)  
Find jobs posted on a multitude of company career sites and job boards.
- **Strategy Magazine Careers**  
<http://strategyonline.ca/careers/>

#### ***Professional Associations' Career Resources***

- **BCAMA Career Listings**  
<https://careers.bcama.com/>
- **Canadian Marketing Association – Marketing Jobs**  
<http://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
- sales consultant or sales manager

## ***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](http://www.biv.com/lists)

- **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 "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 (curriculum vitae) and a cover letter. These should identify the position you are applying for and summarize 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 marketing professionals in BC and Canada can provide information and assistance. Registration and fees are required for membership.

- **BCAMA, Marketing Association of British Columbia**  
<http://www.bcama.com>  
The BC Chapter of the American Marketing Association
- **Canadian Internet Marketing Association**  
<https://www.internetmarketingassociation.ca/>
- **Canadian Marketing Association**  
<https://www.the-cma.org/>

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