

## Marketing Manager

A marketing manager plans out how best to promote a product or service (the merchandise) to potential customers so as to encourage them to buy it.

### The Work

You could be:

- analysing market research data to identify opportunities and target audiences
- developing marketing strategies
- planning and managing marketing campaigns, which may involve media advertising, direct mail or digital methods
- working with design departments, advertising agencies and public relations companies
- managing the production of marketing materials and organisation of events
- making sure that campaigns run to budget and deadline
- analysing the success of campaigns and presenting results to senior staff and clients
- visiting trade exhibitions and customers to gather information and build good relationships
- recruiting and supervising the work, training and development of junior staff.

### Pay

The figures below are only a guide. Actual salaries may vary, depending on:

- where you work
- the size of the company or organisation you work for
- the demand for the job.

Starting salaries for graduates are around £18,000 to £25,000 a year. With experience this can rise to £45,000 or more.

Higher earners can expect to earn over £70,000 a year although higher salaries are possible.

It is also common for benefits to be awarded in addition to salary, such as a company car and pension scheme.

### Conditions

- You spend most of your working day in an office.
- You frequently travel to meetings, exhibitions and promotional events. You may also travel abroad for meetings with customers.
- You work long hours under pressure when deadlines are close.
- You might have weekend and evening work, especially when attending events.

### Getting In

There are several ways to get a job as a marketing manager.

- Most entrants have a degree (SCQF Level 9-10) or HND(SCQF Level 8) in a relevant subject.
- Relevant subjects are advertising, business studies, communication studies, marketing or media studies.
- For entry to a degree course you generally need 4-5 Highers.
- For jobs in specialist areas you need a specific degree or qualification, for example in agriculture, textiles, engineering or pharmaceuticals.
- There are postgraduate qualifications in marketing, management or international marketing, if you have a degree in a different subject.
- Some move into this job from working in market research, sales or a more junior role such as marketing officer.

You can find vacancies advertised in the press and specialist magazines. You can also register with recruitment agencies which specialise in marketing.

## What Does It Take

You need:

- business awareness
- organisational and leadership skills
- the ability to prioritise and delegate work
- excellent written and verbal communication skills
- drive and enthusiasm
- the ability to act on your own initiative
- to be adaptable – to deal with the unexpected
- teamworking skills
- the ability to be persuasive and negotiate.

You should have:

- IT skills
- number skills to analyse figures and work within budgets
- imagination and creative ideas
- strong networking skills.

## Training

- Training is often on the job with part time study. Some junior managers may spend time in sales or market research to see the whole marketing process.
- The Chartered Institute of Marketing (CIM) offers a range of courses: the Foundation Certificate, Professional Certificate, Diploma and Postgraduate Diploma. You can find details on the CIM website.
- There are also courses available from the Institute of Data and Marketing (IDM) for those involved in direct marketing and from the Institute of Promotional Marketing (IPM) for those involved in that area.

## Getting On

- Promotion depends on your record of past successes, and normally involves taking responsibility for more campaigns.
- Marketing managers often move to get more varied experience of different products and businesses.
- You could move to one of the popular areas of Fast Moving Consumer Goods (FMCG) or packaged goods.
- With enough experience you could progress to become a marketing director or a general manager.
- Alternatively, you could set up your own consultancy business.

## Contacts

### **Chartered Institute of Marketing (CIM)**

Website: [www.cim.co.uk](http://www.cim.co.uk)

Website (2): [www.cim.co.uk/qualifications/get-into-marketing](http://www.cim.co.uk/qualifications/get-into-marketing)

X: @cim\_marketing

Facebook: [www.facebook.com/TheCIM](http://www.facebook.com/TheCIM)

### **Institute of Data and Marketing (IDM)**

Tel: 020 8614 0255

Email: [ask@theidm.com](mailto:ask@theidm.com)

Website: [www.theidm.com](http://www.theidm.com)

X: @theidm

### **Institute of Promotional Marketing (IPM)**

Tel: 020 3848 0444

Email: [contact@theipm.org.uk](mailto:contact@theipm.org.uk)

Website: [www.theipm.org.uk](http://www.theipm.org.uk)

X: @IPMUpdates

Facebook: [www.facebook.com/theIPM](http://www.facebook.com/theIPM)

## Statistics

Employment Status : Not available this career.

### Past Unemployment - Scotland

No Claimant statistics available for Scotland.

Predicted Employment Statistics : Not available this career.