



**LINCOLN
UNIVERSITY**
Te Whare Pūrākau
Learning, Teaching
& Library

Marketing Careers



What is Marketing?

A degree with a marketing component gives graduates skills they can use anywhere. Marketing is a core function of many commercial and non-commercial operations. Whether it is the packaging of your sandwich, the shirts on your favourite sports team, a billboard promoting a social cause, or the launch of a new product, the work that marketing professionals do had a hand in it. Organisations that need customers to operate need to attract and retain those customers. The work of marketing professionals supports an organisation's ability to function and to be profitable.

Marketers make decisions about product design, pricing, customer communication, and distributors, based on data; they carry out their work by building strong relationships with customers, clients and organisations along the supply chain. Already in your lifetime, millions of marketing messages will have been communicated to you in both direct and indirect ways. Every time a decision to purchase is made, marketing will have played a part in that product or service reaching the eyes, ears or even subconscious of the customer.

Students who specialise in marketing attain skills and knowledge in a number of core subject areas relevant to business. This broad commercial base can be built on with elective subjects allowing students to complement their degree with topics of their choice. The accessibility of academic staff and the close connections the department has with industry bodies means that graduates leave with the theoretical and practical skills needed for work in this exciting industry.



Marketing in New Zealand and the world

Marketing is a fast-paced industry which supports many sectors of the economy. Thanks to advances in digital technology, marketing professionals use increasingly sophisticated techniques to tailor products to specific groups, and to engage with customers. The ease and speed with which customers can communicate about products and services means that professionals are needed who can anticipate and manage customer needs and experiences. Organisations often desire graduates who are multi-skilled. Some graduates are employed by marketing consulting agencies in pure marketing roles for client-based work, while others work within in-house marketing departments or in project-based roles. Small to medium-sized organisations may hire multi-skilled employees to take on marketing responsibilities as one aspect of their job. This could include a mix of sales, digital marketing, event activation and management, and advertising experiences. Whichever option is taken to gather industry experience, graduates are well placed to apply for the highly competitive early-mid career marketing roles.

While marketing graduate numbers often exceed pure marketing roles available in New Zealand the adaptability of a marketing qualification sees graduates with the ability to take their knowledge to a variety of roles and sectors. Agribusiness remains a high growth sector and represents an industry with many opportunities for employment along the agrifood value chain (e.g., professionals in this sector are needed in marketing, product sales, customer service, public relations, communications, product innovation, logistics and supply chain management, and business development). If competency and enthusiasm can be demonstrated, graduates who start in roles related

to marketing can progress relatively quickly through pay scales and into jobs that align more closely with their desired areas of specialty. Gathering career experience in this way can be an exciting and dynamic time that takes graduates far and wide. Worldwide demand is high for data-driven marketers and digital specialists who can demonstrate innovation and get results.

Skills and knowledge developed by studying marketing

The skills and knowledge developed by studying marketing at Lincoln University are highly valued by employers. Lincoln graduates gain understanding of concepts invaluable to them in professional roles, from how marketing sits within a broader commercial and social context and the fundamentals of marketing research and analytics, to the conception and design of consumer-centric products and point-of-sale retailing. Marketing can complement any degree programme from IT to tourism. Additionally, it will give you an edge when marketing yourself to employers. If specialisation in agribusiness marketing is for you, the Bachelor of Agribusiness and Food Marketing degree tailors core marketing and business concepts specifically to the primary production industry.

Employers seek well-rounded, engaged graduates with a strong work ethic. As in any sector, employers typically value those who have a professional attitude to their work. This includes good communication (including the ability to communicate to groups, as well as effective interpersonal and written communication), respect, self-motivation, initiative, time management and flexibility. The importance of these basic skills cannot be underestimated, even in voluntary roles, as future job opportunities often arise from a good reputation and a varied network of contacts.

Skills and knowledge valued in marketing roles

Multi-level relationship building skills (including negotiation, teamwork and highly developed interpersonal skills)

The ability to make the most of existing and emerging enabling technologies, graphics packages and programmes

Skilled in verbal and written communication (e.g., in meetings, presentations, via video-conferencing, social media, report-writing)

Knowledge of and passion for social media and digital forms of communication

Knowledge of consumer trends and behaviour

Skilled in creating an excellent customer experience

Knowledge of retail, sales and merchandising

Ability to work within budgets and timeframes

Leadership skills

Initiative and adaptability

Creativity and the ability to think about issues from multiple perspectives

Responsive to technological and operational changes, and to changes in the economic climate

Business/ commercial acumen

Problem solving skills

Knowledge of business systems

Solution-focused attitude

Innovative and analytical thinking

Market analytics and research skills

Broad industry sector knowledge (e.g., agribusiness)

Pay rate indications: full time equivalent (FTE) \$NZ per annum¹

Most starting salaries for graduates of bachelor degrees fall between 50,000 - 70,000. Entry level jobs are stepping stones to roles with increased responsibilities and remuneration. Your employability is enhanced by all of your life experiences, be they employment related, or the transferable skills and competencies gained from community involvement, volunteer work, or previous work or study - all of which can grow competency, expand networks, and demonstrate enthusiasm to future employers.

Job titles	Indicative rate
Marketing Specialist	55,000 - 170,000+
Digital/ Social Media Specialist	55,000 - 160,000+
Communications/ Public Relations Manager	110,000 - 180,000+
Market Researcher	45,000 - 125,000+
Sales and Marketing Manager	95,000 - 258,000+
Advertising Specialist	60,000 - 65,000
Academic Lecturer	75,000 - 200,000+

¹Rates sourced from SEEK, MBIE, Careers NZ, Universities NZ, PayScale, PQOS survey data

Marketing tasks

Professionals may be marketing their own organisation to customers (such as World Vision), or they may be marketing products or services that their organisation makes, sells or offers (such as Meridian Energy or a brand item). The following list indicates tasks one might encounter in a professional marketing role.

- Liaise with internal and external stakeholders (e.g., keep in regular contact with clients, customers, agencies and colleagues)
- Communicate with customers over a variety of platforms (e.g., social media, print or e-newsletters, websites, telephone, face-to-face or group presentations)
- Produce compelling visual and written content
- Communicate visual concepts
- Create and manage online promotions
- Coordinate visual merchandising
- Conduct market research focus groups/ workshops
- Prepare marketing plans
- Manage budgets (organisational, event, campaign)
- Identify strategies to connect with customers and grow sales
- Facilitate e-commerce acceleration
- Identify strategies to streamline processes or practices
- Develop/support marketing campaigns/ strategies
- Monitor or track success of marketing strategies
- Design and/ or develop signs, brochures, banners, or other advertising material
- Write reports or evaluations
- Cold-call or use other methods to approach potential clients/customers
- Generate online presence for brand or product
- Administrative tasks, such as: manage databases, record keeping, or data entry
- Use data analysis software
- Develop market research surveys

Job tasks are role-specific, so the above is an indication only. For more information on roles, registered Lincoln University students can search LU Career Centre (online) for job titles similar to those they are interested in. Job descriptions, including tasks and skills required, are often available.



Industry bodies

Membership of an industry specific body enhances the professional status of graduates. By joining a professional body, members can research career options, access training and events, and network and collaborate with industry colleagues at all levels.

Examples of marketing industry bodies include:

Marketing Association of New Zealand
www.marketing.org.nz

Association of New Zealand Advertisers
www.anza.co.nz

Public Relations Institute of New Zealand
www.prinz.org.nz

Digital Marketing Association
www.dmaglobal.com

International Institute of Marketing Professionals
www.theiimp.org

Communication Agencies Association New Zealand
www.caanz.co.nz

Research Association New Zealand
www.mrsnz.org.nz

Retail NZ
www.retail.org.nz



Find out more:

Career Centre

Learning, Teaching and Library
E: lucarecentre@lincoln.ac.nz



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