



**LINCOLN
UNIVERSITY**
Library, Teaching
& Learning

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 supporting other sectors that move fast and change often. Thanks to advances in digital technology marketing professionals use increasingly sophisticated techniques to tailor products to specific groups, and customers now regularly communicate back. 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.

This exciting and popular area of study currently has graduate numbers that exceed pure marketing roles available in New Zealand. However, the adaptability of a marketing qualification sees graduates with the ability to take their knowledge to a variety of roles with career progression largely determined by the variety of those experiences. Indeed, 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 management, and advertising experiences. Whichever option is taken to gather industry experience, graduates are well placed to apply for the highly competitive mid-late career marketing roles.

Locally, agribusiness remains a high growth sector and represents an industry with many opportunities for employment along the agrifood value chain. This multi-billion dollar industry encompasses dairy, meat, wine, horticulture and cereals, as well as processed food and beverage companies and accounts for 70% of New Zealand merchandise exports. Professionals in this sector are needed in not only marketing positions, but also in positions such as product sales, customer service, 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 the 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.

The following skills and knowledge are valued in marketing roles:



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 skype, social media, report-writing)

Knowledge of and passion for social media and digital forms of communication (LinkedIn, Twitter, Facebook, Instagram, YouTube, Snapchat, and other channels)

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-focussed attitude

Innovative and analytical thinking

Market analytics and research skills

Where can marketing graduates find work?

Marketing roles span a range of sectors and workplaces. Marketing positions are often advertised with a component of advertising, media, sales or communications. Consequently there is no one typical employment destination for a marketing graduate.

Entry level roles can be used to gain the experience needed for roles with increased responsibility, some of which may require further study in the form of a post-graduate qualification. Potential places of employment include:

Private sector organisations

- Consultancy, strategy or media agencies (e.g., Aztera Marketing, Prophet, Strategy Media)
- Business/financial services (e.g., Deloitte)
- Agriculture (e.g., Horticulture NZ, Seedlands, Ashburton Trading Society, NZ Young Farmers)
- Market Research (e.g., Nielsen, Global Research, Colmar Brunton)
- Information technology (IT) (e.g., Microsoft, Apple)
- Fast moving consumer goods (FMCGs) (e.g., Heinz Wattie's, Foodstuffs, K9 Natural)
- Recruitment (e.g., Hudson, Hays, Manpower)
- Advertising (e.g., Strategy Creative)
- Retail store, chain or brand (e.g., Montana Wines, Swandri, Flooring Xtra)

Public sector organisations

- Government Departments (e.g., Ministry for Primary Industries (MPI))
- Local Council (e.g., Christchurch City Council)
- Regional council (e.g., Environment Canterbury)
- Tertiary education (e.g., Lincoln University, Ara Institute of Canterbury)
- Crown-Owned Company (e.g., Ōtākarō Limited) or Public/Private Partnership
- Not for profit organisation or non governmental organisation (NGO) (e.g., Emerge Aotearoa, Amnesty International New Zealand)
- Public arts organisation (e.g., Scape Public Art)
- Charitable organisation (e.g., Salvation Army, St. John)
- Global humanitarian network (e.g., Red Cross, World Vision, Oxfam)
- National or regional organisation (e.g., KidsCan, Disaster Relief Forum)



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

Most starting salaries for graduates of bachelor degrees fall between 40,000 - 55,000 per annum. Entry level jobs are stepping stones to roles with increased responsibilities and remuneration. Your employability is affected by all of your life experiences, be they employment related, or the transferrable 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. Salaries may be complemented with additional sources of income such as: superannuation, commission, bonuses, use of vehicle, or incentive schemes.

Job titles	Indicative pay
Marketing Assistant (early career)	45,000 – 60,000
Marketing Executive (mid-career)	55,000 – 80,000
Campaign/Marketing Manager (mid-career)	80,000 – 120,000
Product Analyst	65,000 – 80,000
Campaign Analyst	70,000 – 90,000
Social Media Manager	From 45,000
Social Media/Community/Brand Manager	80,000 – 120,000
Public Relations (PR) Manager	80,000 – 120,000
External Communications (PR)	70,000 – 90,000
Internal Communications	50,000 – 90,000
Store Manager	40,000 – 70,000+
Digital Specialist	58,000 – 120,000
Communications Coordinator	60,000 – 65,000
Communications Advisor	70,000 – 90,000
Web/Internet/Online Marketing Manager	70,000 – 120,000
Academic Lecturer/Professor	74,000 – 120,000+
Product Analyst	70,000 – 90,000
Head of Marketing	120,000 – 150,000+

¹ <http://www.universitiesnz.ac.nz/files/University%20Staff%20Academic%20Salaries%20and%20Remuneration%20-%20Final.pdf>;
<http://www.otago.ac.nz/humanresources>; <http://www.canterbury.ac.nz/hr>; <http://www.payscale.com/research/NZ/>; <http://nz.hudson.com/portals/nz/documents/salary%20guides/2015/SalaryTables2015-NZ-FS-preview.pdf>; <https://www.seek.co.nz>



Marketing job titles

Many of the skills gained during study are transferable across a range of professional roles in related industries. Roles that are entry level should be viewed as a 'stepping stone' to provide industry experience that can lead to roles with higher responsibilities and remuneration.

Academic Lecturer/Professor
Advertising and Sales Professional
Brand Coordinator
Brand Manager
Campaign Analyst
Campaign/Marketing Manager
Commercial Sales and Marketing
Communications Officer
Customer Support Champion
Digital Campaign Lead
Digital Marketing and Advertising
Digital Specialist
Director- Product Marketing
Event Manager
External Communications (PR)
Head of Marketing
Head of Supporter Engagement
Internal Communications
Marketing Administrator
Marketing Analyst
Marketing and Communications Manager
Marketing and Sales Manager
Marketing Assistant
Marketing Coordinator
Marketing Executive
Market Researcher
Media Relations Officer
PR and Social Media Officer
Product Analyst
Product Marketing Manager
Public Relations (PR) Manager/ External Communications
Retail Marketing Executive
Retention Team Leader
Sales and Marketing Assistant
Social Media Manager
Social Media/Community/Brand Manager
Web/Internet/Online Marketing Manager

Marketing tasks

The term 'marketing' can be applied to products or services, or to an organisation. 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 development of 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 Lincoln CareerHub (including expired jobs) for job titles similar to those they are interested in. Job descriptions, including tasks and skills required, are often available.

Graduate profiles



Maddy Surie
Bachelor of Commerce,
Marketing major

Brand Manager, K9 Natural



Chloe Balderstone
Bachelor of Commerce,
Marketing and Food
Industry majors;
Bachelor of Commerce
(Honours), Marketing

Food Service Account Manager,
Dairy-Works



Rachel Currie
Bachelor of Commerce,
Marketing minor
(Lincoln University);
Master of Marketing
Management (La
Trobe University)

Communications and Events Co-ordinator, Foundation for Arable Research

Industry bodies

Membership of an industry specific body enhances the professional status of students and employees. 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



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