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 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)
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.

Places of employment for marketing graduates 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., Kraft Heinz, Foodstuffs, K9 Natural)
- Recruitment (e.g., Hudson, Hays, Manpower)
- Advertising (e.g., Strategy Creative)
- Retail store, chain or brand (e.g., Montana Wines, Swanndri, 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 sector (e.g., Lincoln University)
- Crown-owned companies (e.g., Ōtākaro Limited) or public/private partnerships
- Not for profit or non governmental organisations (NGO) (e.g., Emerge Aotearoa, Amnesty International New Zealand)
- Public arts organisations (e.g., Scape Public Art)
- Charitable organisations (e.g., Salvation Army, St. John)
- Global humanitarian network (e.g., Red Cross, World Vision, Oxfam)
- National or regional organisations (e.g., KidsCan, Disaster Relief Forum)

Marketing job titles

Academic Lecturer
Advertising and Sales Specialist
Brand Coordinator/ Manager
Campaign Analyst
Communications Officer
Customer Support Champion
Digital Campaign Lead
Digital Marketing and Advertising Specialist
Event Manager
Marketing Administrator/ Assistant/ Coordinator
Marketing Analyst
Marketing and Communications Manager
Marketing and Sales Manager
Marketing Executive
Market Researcher
Media Relations Officer
Product Analyst/ Manager
Public Relations Manager
Social Media Specialist/ Manager
Pay rate indications: full time equivalent (FTE) $NZ per annum

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.

1 Rates 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.

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

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