

HOW TO WRITE A JOB DESCRIPTION FOR MARKETING ROLE LEVELS



ENTRY-LEVEL

SPECIALIST | COORDINATOR | ASSISTANT

WHAT THEY DO:

Carry out tactical elements in marketing plans

EXAMPLES:

- Manage social media accounts
- Write press releases
- Handle events logistics
- Place advertisements on websites and in publications
- Proofread copy

JOB EXAMPLES:

- Public Relations Coordinator
- Social Media Specialist
- Events Coordinator
- Marketing Coordinator
- Social Media Assistant

TYPICAL EDUCATION REQUIREMENT:

- Associate's degree for assistant roles
- Bachelor's degree for specialist/ coordinator roles (Marketing, Business, English, Journalism, Public Relations, Advertising, Communications)

TYPICAL EXPERIENCE REQUIREMENT:

Internship, 0-3 years of professional marketing experience

\$ SALARY RANGE:
\$35,000-\$55,000+



MID-LEVEL

MANAGER | SUPERVISOR | ASSISTANT

WHAT THEY DO:

Direct marketing plan strategy and supervise entry-level marketing team members

EXAMPLES:

- Develop marketing strategies
- Create consumer-facing messaging
- Manage marketing coordinators/specialists
- Strategize as part of management teams
- Approve and report on marketing campaigns

JOB EXAMPLES:

- Public Relations Manager
- Social Media Director
- Events Supervisor
- Marketing Director
- Social Media Manager

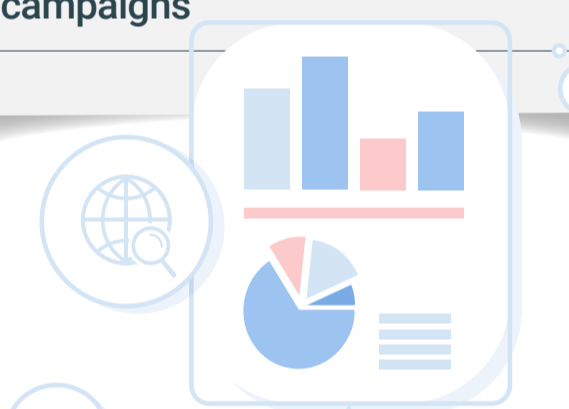
TYPICAL EDUCATION REQUIREMENT:

- Bachelor's degree (Marketing, Business, English, Journalism, Public Relations, Advertising, Communications)
- Master's degree may be preferred

TYPICAL EXPERIENCE REQUIREMENT:

3-5 years of professional marketing experience as a coordinator or specialist

\$ SALARY RANGE:
\$60,000-\$155,000+



SENIOR-LEVEL

EXECUTIVE | CHIEF OFFICER | VICE-PRESIDENT

WHAT THEY DO:

Establish and carry out marketing goals, procedures and policies to support organization's operations

EXAMPLES:

- Outline marketing strategic guidance
- Collaborate with other executives to support general operations
- Direct marketing finance and budgetary activities
- Hire marketing department head and managers
- Meet with and present to top and potential clients
- Negotiate or approve marketing contracts
- Support marketing team-building

JOB EXAMPLES:

- Chief Marketing Officer
- Vice-President of Digital Marketing
- Chief Communications Officer
- Head of Public Relations
- Vice-President of Communications

TYPICAL EDUCATION REQUIREMENT:

- Bachelor's degree
- Master's degree preferred (Marketing, Master of Business Administration, Public Relations, Advertising, Communications)

TYPICAL EXPERIENCE REQUIREMENT:

10-15 years of professional marketing experience, including as a manager, director or supervisor

\$ SALARY RANGE:
\$100,000-\$170,000+

THINGS TO INCLUDE IN A MARKETING JOB DESCRIPTION

- Job title
- Purpose of role
- Typical duties
- Who the role supervises/reports to
- Software/technology knowledge preferred
- Education preferred
- Number of years of experience preferred
- Details about your company and type of work environment role is in

SOURCES

- [1] <https://www.indeed.com/learn/why-job-seekers-are-not-applying-to-your-jobs?hl=en&co=US>
- [2] <https://www.bls.gov/ooh/management/advertising-promotions-and-marketing-managers.htm>
- [3] <https://www.bls.gov/ooh/management/advertising-promotions-and-marketing-managers.htm#tab-4>
- [4] <https://www.indeed.com/career-advice/finding-a-job/marketing-job-title-hierarchy>
- [5] <https://www.bls.gov/ooh/management/top-executives.htm#:~:text=%24103%2C650-The%20median%20annual%20wage%20for%20chief%20executives%20was%20%24185%2C950%20in,p ercent%20earned%20more%20than%20%24208%2C000>