

Marketing executive

Marketing executives drive profit and promote products and services through coordinated marketing campaigns.

As a marketing executive, you'll contribute to and develop integrated marketing campaigns to promote a product, service or idea. Many organisations have marketing departments, meaning that you can work in both the private and public sector in areas ranging from finance, retail and media to voluntary and charitable organisations.

Skills:

You'll need to have:

- communication and interpersonal skills
- commercial awareness and business acumen
- copywriting and design skills
- creativity
- an eye for detail
- analytical and strategic thinking



Qualifications:

University

Marketing and digital marketing roles are open to graduates of all subjects. You could choose a specialist in subjects like: marketing communications/digital marketing/advertising/business and management. Entry requirements you'll usually need: 1 or 2 A levels, or equivalent, for a foundation degree or higher national diploma/2 to 3 A levels, or equivalent, for a degree.

College

You could take a course to help you get into trainee marketing executive roles. These include: Level 2 Certificate in the Principles of Marketing/Level 3 Certificate in Digital Marketing and Analytics/T Level in Digital Production, Design and Development. Entry requirements you may need: 2 or more GCSEs at grades 9 to 3 (A* to D), or equivalent, for a level 2 course/4 or 5 GCSEs at grades 9 to 4 (A* to C), or equivalent, for a level 3 course/4 or 5 GCSEs at grades 9 to 4 (A* to C), or equivalent, including English and maths for a T Level.

Apprenticeship

You may be able to get into this role through the following apprenticeships: Multi-channel Marketer Level 3 Advanced Apprenticeship/Marketing Executive Level 4 Higher Apprenticeship/Digital Marketer Level 6 Degree Apprenticeship. Entry requirements you'll usually need: 5 GCSEs at grades 9 to 4 (A* to C), or equivalent, including English and maths, for an advanced apprenticeship/4 or 5 GCSEs at grades 9 to 4 (A* to C) and A levels, or equivalent, for a higher or degree apprenticeship.

Working hours:

Working hours are generally 9am to 5pm, Monday to Friday. However, you may need to work some evenings or weekends when organising or attending events or when working on a big marketing campaign.

Salary:

- Marketing assistants start on salaries of around £18,000 to £22,000. As a marketing executive, you can expect to earn in the region of £20,000 to £30,000.
- Senior marketing executives (with around five years' experience) can earn between £30,000 and £45,000, with marketing managers earning up to £60,000.
- Marketing directors can earn from £60,000 to more than £100,000.

