

<b>Marketing Specialist</b>	<b>Australia</b>
<b>ASCO Code:</b> 2221-13	December 2007
<b>Labour market rating</b>	No Shortage
<b>Comment</b>	

### **Occupational demand**

Demand for marketing specialists appears to have increased over recent years driven by strong demand for marketing services across the economy. Employment for this occupation grew by just under 40 per cent in the period between 2001 and 2006, reaching slightly less than 30 000 in 2006 (Australian Bureau of Statistics Census). Employers surveyed indicated that 40 per cent of the vacancies collected for this report were new positions created due to business growth.

### **Occupational supply**

Training for this occupation is available in each State and Territory, with universities offering courses in a wide range of relevant disciplines including: marketing, commerce, business and communications. Most employers surveyed stipulated a university qualification was required for their advertised positions. ABS Education and Work Survey data show about half of marketing, public relations and advertising professionals have completed a bachelor or post graduate qualification.

### **Employer and industry comments/current labour market**

Overall 85 per cent of the surveyed vacancies were filled within six weeks of advertising. Employers across Australia experienced similar success recruiting marketing specialists, with most employers receiving several applications from suitably qualified and experienced marketing specialists.. Employers in Victoria were the least successful, filling 60 per cent of surveyed vacancies. On average, employers received over 20 applications per advertised vacancy, of which about six applicants were considered by employers to be suitable. Employers noted that many applicants did not have relevant marketing qualifications or experience and came from a variety of working backgrounds.

Few regional vacancies were identified during the survey period, but most regional vacancies surveyed were filled, although employers received, on average, fewer applicants per vacancy than their metropolitan counterparts. About one fifth of the vacancies surveyed were new graduate positions. These vacancies attracted many applications from recent marketing graduates and all such vacancies were filled.

Overall employers were positive about the number and quality of applicants, with some employers noting they found it difficult to shortlist applicants as most were well qualified and experienced marketing specialists.

### **Labour Market outlook**

There are no indications that the labour market for will change significantly in the next six months.