

Advertising Specialist	Australia
ANZSCO Code: 2251-11	November 2008
Labour market rating	No Shortage
Comment	

Occupational demand

A survey of employers who have advertised for advertising specialists was conducted for this report, with a number of employers canvassed, despite not having recently advertised, in those states where vacancies were hard to find. Of the surveyed vacancies over half were for metropolitan areas.

Demand for this occupation has been steady in recent years, with ABS Census data showing employment of advertising specialists increasing by four per cent to 3595 over the five years to 2006. However, ABS Labour Force Survey data show employment for the occupational group advertising and marketing professionals (of which advertising specialists are a part) has remained steady since 2006.

Occupational supply

There are numerous pathways to this occupation, including a range of degrees and diplomas. Of courses which specify advertising as a specialisation or field of study, DEEWR higher education data show completions increased over the 2001 - 2006 period by 86 per cent. This strong supply is supported by employer comments indicating they receive CVs from graduates on a regular basis.

ABS 2006 Census data show slightly more than half of advertising specialists hold bachelor degrees or higher qualifications. Formal training was required by more than 82 per cent of employers recruiting for this occupation.

There is no specific migration data available for advertising specialists. DIAC migration data for the occupational group marketing and advertising professionals show a net gain of 1449 in 2007-08, a return to levels seen in 2003-04 following a net gain of 1058 in 2006-07.

Employer and industry comments/current labour market.

Almost all of the surveyed vacancies (93 per cent) were filled, an improvement compared with the 84 per cent fill rate recorded in 2007. Employers received slightly more than 30 applicants per vacancy, however this figure is skewed slightly through several graduate intakes that received large numbers of candidates. More than 3 applicants per vacancy were considered by employers to be suitable. Surveyed employers found applicants unsuitable due to a number of reasons, mainly, limited experience in advertising and marketing and poor ICT skills. Employers interviewed, commented that recent downturns in global financial markets have not affected their businesses. A number of employers noted business levels traditionally slow at this time of year.

Several recruitment agencies stated they had high numbers of advertising professionals, at varying levels of seniority on their books to forward to employers when vacancies occur. Interviewees commented that there appears to be sufficient numbers of graduates completing training with a few employers stating they received résumés from recent graduates on a regular basis seeking employment.

Labour market outlook

Recent global financial concerns have not appeared to affect recruitment or growth for this occupation. Shortages are not expected to develop in the next six to twelve months.