

# FIVE TRENDING MARKETING JOBS FOR BEGINNERS

Do you have the creativity, versatile skill set, and analytical savvy it takes to land your dream job? What are top brands looking for? Scroll down to find out if you're qualified for one of these in-demand entry-level jobs that could lead you to a career as a trailblazing marketer.

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## PRODUCT MARKETER

*You are the product's chief brand advocate and strategist.*



### The Job:

Measure and optimize the buyer journey

Manage workflow for design and development teams

Use insights to inform the way a product is built and distributed

### Your Qualifications:

BA/BS degree, internship, and/or product marketing experience

Excellent written and verbal communication skills

Prefer working in a collaborative, cross-team capacity

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## CONTENT CREATOR

*You ensure all brand-level content maintains consistent messaging and voice.*

### The Job:

Develop content such as infographics, blog posts, videos, articles, and social media posts

Create and maintain a content calendar

Collaborate with internal and external stakeholders

### Your Qualifications:

BA/BS degree and/or experience producing content

A dual-minded approach that is both creative and process-driven

Past experience building audiences either online or offline



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## GRAPHIC DESIGNER

*You bring the brand to life with design.*



### The Job:

Create graphics and design layouts for ads, emails, websites, signage, apps, and content assets

Design content marketing materials

Create design templates

### Your Qualifications:

BA/BS, internship, and/or past work experience as a designer

Proficiency in Adobe Creative Suite, or similar technologies

Knowledge of HTML, CSS, and JavaScript a plus

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## SOCIAL MEDIA MANAGER

*You're a social media guru who acquires and retains followers that can be converted into customers.*

### The Job:

Build and manage the brand's social media profiles and presence

Have command of best practices and trends in social media marketing

Run regular social promotions and campaigns and track their success

### Your Qualifications:

BA/BS degree, internship, and/or equivalent work experience

Active and well-rounded personal presence on social media

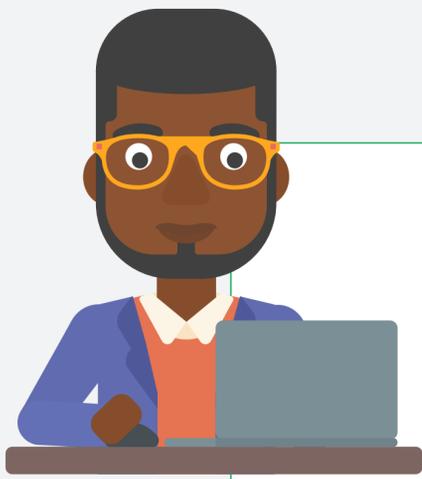
Excellent communicator and creative thinker



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## DATA ANALYST

*You work with numbers to drive business impact.*



### The Job:

Find insights from data

Build predictive models

Create data visualizations

### Your Qualifications:

BS degree, internship, and/or past experience in marketing

Excellent math and statistical analysis skills

Knowledge of programming languages and data modeling techniques

### Sources:

- "Creative Group: 2016 Salary Guide for Creative and Marketing Professionals." The Creative Group, 10/1/15.
- "The CMO's Guide to Marketing Org Structure." Hubspot.com, 3/3/14.
- Glassdoor.com