

# CAREER FACT SHEET

## Advertising and Sales Managers

### Snapshot

Advertising and Sales Managers plan, organise, direct, control and coordinate advertising, public relations, sales and marketing activities within organisations.

How many are employed in this occupation?	176,300
What are the average weekly earnings for full time workers?	\$2,548
How does unemployment compare with other occupations?	Average
What are the job prospects for this occupation?	Medium
What will be the likely future employment growth for the next five years?	Moderate Growth

### Main employing industries

Wholesale Trade; Professional, Scientific and Technical Services; Manufacturing; Retail Trade

### Tasks

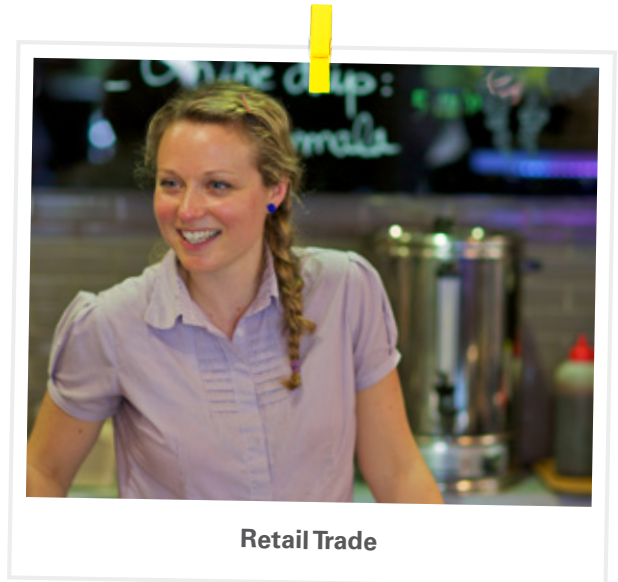
This occupation may include associated occupations with varying tasks.

- formulating and implementing policies and plans for advertising, public relations, sales and marketing in consultation with other managers
- directing the development of initiatives for new products, marketing and advertising campaigns
- organising and controlling sales activities by setting product mix, geographical sales areas and customer service standards
- directing merchandising methods and distribution policy by coordinating the work of salespersons, and organising agents and distributors
- directing sales methods and arrangements by setting prices and credit arrangements

# INDUSTRY OVERVIEW

## Retail Trade

If you're interested in selling products to customers, displaying goods for sale, or working in Retail operations then the Retail Trade industry could be the place for you to kick-start your career journey. The Retail industry is huge and covers a diverse range of products including groceries, personal-care items, white goods, apparel and motor vehicles. These goods are purchased from domestic or overseas manufacturers and wholesalers to be onsold (retailed) to local customers. There is more to the Retail trade than just selling products. A career in this industry could involve work in administration, customer service, employee relations, finance, inventory, loss prevention, merchandising or marketing. The supermarket and grocery category is the largest retail employer in Australia, followed by the pharmaceutical sector, so you could find your career starts right where you already do your own shopping! The increased popularity of buying and selling products and services over the internet has led to a growth in online retailing or electronic commerce (e-commerce) businesses, creating new job opportunities in what is a very exciting segment of the industry.



### Possible job pathways

- Advertising and Sales Managers
- Bakers and Pastrycooks
- Checkout Operators and Office Cashiers
- Florists
- Models and Sales Demonstrators
- Pharmacy Sales Assistants
- Retail and Wool Buyers
- Retail Managers
- Retail Supervisors
- Sales Assistants (General)
- Sales Representatives
- Service Station Attendants
- Shelf Fillers
- Storepersons
- Street Vendors and Related Salespersons
- Technical Sales Representatives
- Telemarketers
- Visual Merchandisers

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