What do they do?: Plan, direct, or coordinate marketing policies and programs, such as determining the demand for products and services offered by a firm and its competitors, and identify potential customers. Develop marketing strategies with the goal of maximizing the firm’s profits or share of the market.

People with these roles and responsibilities are also called: Analyst, Marketing Consultant/Specialist, Marketing Coordinator, Account Supervisor, Marketing Manager, Product Manager, Business Development Manager, Social Media Manager, Assistant Marketing Director.

Some typical job duties include:
- Formulate, direct, and coordinate marketing activities and policies to promote products and services, working with advertising and promotion managers.
- Coordinate or participate in promotional activities to market products or services.
- Analyze business developments and monitor market trends.
- Develop marketing strategies, balancing firm objectives and customer satisfaction.
- Initiate market research studies or analyze their findings.
- Use sales forecasting or strategic planning to ensure the sale and profitability of products, lines, or service.
- Monitor trends that indicate the need for new products and services.

HOW MUCH DO THESE JOBS PAY IN OHIO?

AVERAGE: $118,630

CAREER PATHWAY AND EDUCATIONAL REQUIREMENTS

Specialist ($30,000–$75,000)
REQUIRED FOR ENTRY:
Bachelor’s Degree or Multiple Years Related Work Experience

Managerial ($50,000–$100,000)
Marketing Consultant/Coordinator
Marketing Manager/Assistant Director
REQUIRED FOR ADVANCEMENT:
Bachelor’s Degree, Multiple Years Related Work Experience, Professional Certification

Executive ($100,000+)
Marketing Manager II/Director
Vice President of Marketing
REQUIRED FOR ADVANCEMENT:
Post-Grad Degree, Many Years Related Work Experience, Professional Certification

MOST IMPORTANT OCCUPATIONAL SKILLS

Basic Skills: Active Listening, Critical Thinking, Reading Comprehension
Social Skills: Social Perceptiveness, Persuasion, Coordination
Problem Solving Skills: Complex Problem Solving
Technical Skills: Operations Analysis, Programming
System Skills: Judgment and Decision Making, Systems Analysis, Systems Evaluation

CERTIFICATIONS THAT CAN HELP YOU ADVANCE:
- Post-Baccalaureate Certificate
- Marketing Skills Assessment/Builder/Certification, Business Marketing Institute
- Certified Financial Marketing Professional, Institute of Certified Bankers
- Certified Marketing Executive, Sales & Marketing Executives International
- Master of Business Administration

Visit insurancecareers.org to learn about the many career opportunities available in the insurance industry!