Title: What is a Marketing Manager? (With Duties and Requirements)

Meta: Learn the answer to "What is a marketing manager?", along with the duties of this role, the steps you take to become one and frequently asked questions.

If you’re someone with strong leadership skills and have an extensive background in marketing, you might consider becoming a marketing manager. In this role, you help brands create campaigns that resonate with target audiences and grow their revenue. Learning the duties of a marketing manager and how to become one can help you determine if it’s the right career path for you.

In this article, we answer, "What is a marketing manager?", describe what one does along with the steps you can take to be a marketing manager and answer some frequently asked questions about this role.

**Related:** **[10 Common Leadership Styles](https://au.indeed.com/career-advice/career-development/10-common-leadership-styles)**

## **What is a marketing manager?**

A marketing manager is an experienced professional who works with an organisation’s leadership to develop a strategy to improve revenue and grow its customer base. The primary tasks of a marketing manager may vary based on the company they work for and in which industry. When working in this role, you need a sound knowledge of both traditional and digital marketing and branding methods.

## **What does a marketing manager do?**

A marketing manager uses data analysis to look for industry trends regarding the products or services their company supplies. They may supervise a marketing team, help with industry research and form a company’s overall marketing plan. Additional duties could include:

* Determining marketing budget for advertisement campaigns
* Evaluating the effectiveness of a marketing campaign in relation to set goals
* Finding the most effective ways to market a product or service in print, media and online platforms
* Creating marketing plans based on industry and competitor research
* Working closely with marketing and sales teams to create strategies
* Evaluating marketing employees’ work and offering constructive feedback

**Related:** **[The Importance of Positive Feedback and How To Deliver It To Others](https://au.indeed.com/career-advice/career-development/importance--of-positive-feedback)**

## **Average salary of a marketing manager**

The national average salary for a marketing manager is [$101,021 per year](https://au.indeed.com/career/marketing-manager/salaries?from=careeradvice-AU). While this is the average, keep in mind that salaries for this position are likely to vary based on your location, employer, education level, experience and negotiation abilities.

## **How to become a marketing manager**

You can follow these steps to become a qualified marketing manager:

### **1. Earn your bachelor’s degree**

After you have graduated from high school or earned your GED, you can work toward earning a Bachelor's Degree in Marketing, Business Management, Communications or another business-related field. Coursework could include promotions and advertising, data and statistical analysis, public speaking, business writing and communications.

While completing your degree, it can be helpful to complete at least one internship. Several companies offer internships while you are studying. Internships are a great way to learn real-world skills in the industry or field in which you are interested. These positions are also an excellent way to determine if the role or company is right for you. In addition, you can establish useful connections with marketing professionals in your chosen field.

### **2. Get experience**

Marketing managers need several years of relevant experience before earning a leadership position. You can find entry-level positions as a marketing assistant, coordinator or specialist to build your professional experience. If possible, try to find part-time roles while you’re still in college to start gaining experience as soon as possible. A brand ambassador is a good part-time job that’s typically flexible and allows you to get practical field experience.

### **3. Prepare your resume**

Once you’ve gained at least five years’ of relevant experience, you can begin preparing a marketing manager resume. Your resume should include education, achievements, skills and other information relevant to marketing manager positions. Use the job description to update your matching skills and tasks with their keywords. You could also look at job descriptions of marketing manager positions you are interested in to find out about the types of skills you need to develop to get to that level.

### **4. Continue to learn**

As a marketing manager, it is important to continue to learn about trends in your industry to ensure you maintain the most up-to-date knowledge. You can learn more about marketing and your field by reading the latest industry news and blogs online. There are also many different types of seminars or webinars you can attend to gain knowledge regarding marketing tools and processes. You can also earn a Master’s Degree in Marketing or Marketing Business Administration to learn more about your profession and show your dedication to the field.

### **6. Join a marketing association**

There are various marketing associations that can help you in your career path. They could include offering courses for continuous learning or events to help you meet people within your industry. Some associations have additional credentials that employers might look for to see if you have the skills to be a marketing manager.

## **Frequently asked questions about becoming a marketing manager**

Here are some common questions and answers related to becoming a marketing manager:

### **Are there other positions similar to being a marketing manager?**

When preparing to become a marketing manager, there are many other similar roles you can pursue. For instance, content marketing specialists, social media specialists, brand specialists, copywriters and graphic designers may consider this career path as they advance in their profession. Similar managerial roles also include social media manager, brand manager, creative director and marketing director.

**Related:** **[What Does a Social Media Manager Do? With Skills and Salary](https://au.indeed.com/career-advice/finding-a-job/what-does-a-social-media-manager-do)**

### **What are employers looking for in a marketing manager?**

When hiring a marketing manager, employers are looking for someone with expertise in this field. That’s why they might look for someone with years of professional experience and a high level of education. Marketing requires a lot of creativity and analytical thinking, making it essential that a marketing manager exhibits both of these abilities. Leadership is also a key part of this role, so showing employers that you can effectively lead, mentor and support a team can increase your chances of getting this job.

### **What skills does a marketing manager need to be successful?**

A marketing manager needs the following skills to be successful in this role:

* **Communication:** When collaborating with team members or meeting with clients, having strong communication skills is essential. To communicate effectively with other, it is important to clearly convey your ideas while also actively listening to them.
* **Data analysis:** Analysing data is a big part of this role, as you use it to make further marketing decisions. Whether it’s a social media or email campaign, it helps you interpret data and communicate the findings effectively.
* **Creativity:** Coming up with impactful campaigns requires some imagination and creativity. You may need to examine what visuals and copy can resonate with your target audience.
* **Technical:** Marketing managers use many types of software and digital tools to help them create, manage and monitor their campaigns. Having strong technical skills can help you learn new platforms for your job.
* **Leadership:** Along with taking care of the marketing aspects of your company, this job requires you to oversee several team members. Your leadership skills are an essential part of supervising, supporting and creating a team.

**Related:** **[Interpersonal Skills: Definitions and Examples](https://au.indeed.com/career-advice/resumes-cover-letters/interpersonal-skills)**

### **What are the best ways to prepare for a marketing manager interview?**

When preparing for your marketing manager interview, remember these tips:

* **Anticipate common interview questions.** Do some research to find out what kind of questions employers ask marketing manager candidates. Expect them to inquire about your relevant background, experience and skills.
* **Research the company.** When offered an interview, continue your research of the company and role. Read through the job description, company website, company social media pages and anything else that can help you be a more informed candidate.
* **Plan questions to ask the interviewer.** Asking questions during your interview shows that you’re interested in the role. As a marketing manager candidate, show that you’re interested in learning the company’s current marketing efforts and how you can help improve them.
* **Dress professionally.** Wearing business formal attire shows that you know how to look professional, which is important for this client-facing position. Choose a modest outfit that is clean, freshly pressed and well-fitting.
* **Practise confident body language.** When working in a management position, you need to have a confident presence. Before your interview, practise sitting up straight, making direct eye contact and relaxing your face.

*Salary figures reflect data listed on Indeed Salaries at time of writing. Salaries may vary depending on the hiring organisation and a candidate’s experience, academic background and location.*