

# MARKETING AND COMMUNICATION MANAGER

ALSO KNOWN AS:

MARKETING STRATEGIST

BRAND MANAGER

COMMUNICATIONS DIRECTOR

MARKETING EXECUTIVE

MARKETING DIRECTOR

## CRAFT THE STORY THAT SELLS INNOVATION.

As a Marketing and Communication Manager, you'll be the creative force behind your company's image, shaping perceptions and driving engagement. Your strategic vision will elevate brand awareness, cultivate customer relationships, and position your company as a leader in the competitive manufacturing landscape.

### KEY SKILLS

Skills which may benefit anyone considering a job as a marketing and communication manager include:

- ✔ Brand management
- ✔ Content creation
- ✔ Data analysis
- ✔ Digital marketing
- ✔ Strategic planning

### CAREER PROGRESSION

In this role, you may have the opportunity to progress to other positions. Career progression opportunities include:

- Chief Executive Officer
- Chief Financial Officer
- Chief Operating Officer
- Business Development Manager

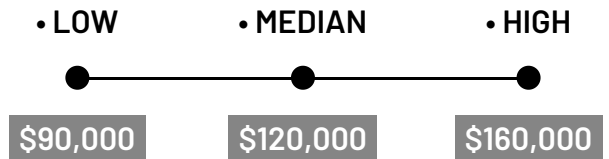
### VALUES & ATTRIBUTES

Values and attributes of anyone considering a job as a marketing and communication manager include:

- ✔ Creative
- ✔ Adaptable
- ✔ Customer-focus
- ✔ Collaborative
- ✔ Innovative
- ✔ Artistic – "Creator"

### SALARY EXPECTATION

The expected salary for a Marketing and Communication Manager can vary across different areas of manufacturing and may increase as you become more experienced.



### RELATED INDUSTRIES

- ▶ Aerospace and Defence
- ▶ Chemicals, Hydrocarbons and Refining
- ▶ Food and Beverage
- ▶ Furniture and Other Products
- ▶ General Manufacturing and Engineering
- ▶ Meat and Seafood Processing
- ▶ Pharmaceutical and Medical Technology
- ▶ Polymers, Plastic and Rubber
- ▶ Printing and Graphic arts
- ▶ Pulp, Paper and Packaging
- ▶ Renewables
- ▶ Textiles, Clothing and Footwear
- ▶ Timber and Wood
- ▶ Transport Equipment and Machinery

### RECOMMENDED SCHOOL SUBJECTS

- Business
- Design
- Economics
- Visual Arts
- Visual Arts in Practice

### CORE SCHOOL SUBJECTS

- General Mathematics
- Essential English

## JOB OVERVIEW

Marketing and Communication Managers in manufacturing are the storytellers of industrial innovation. They develop and execute comprehensive marketing strategies to promote products, enhance brand presence, and drive customer engagement in a highly specialised market.

A typical day might involve analysing market trends to identify new opportunities, collaborating with product development teams to craft compelling messaging for new manufacturing technologies, and overseeing multi-channel marketing campaigns.

You'll play a crucial role in translating complex technical information into clear, impactful communications for various stakeholders, from customers and investors to employees and the media. In an era of rapid technological advancement and increasing global competition, your expertise in digital marketing, content strategy, and brand management is essential to differentiating your company in the manufacturing industry.

## WHAT WILL YOU DO?

Your role may include duties as follows:

1. You will use consistent and responsive messaging to communicate and strengthen the company's presence.
2. You will use market trends, customer insights and other qualitative and quantitative reporting methods to guide marketing strategy and opportunities.
3. You will work alongside sales, product development, and other departments to align marketing strategies with existing and future product promotion.
4. You will produce, execute and measure ongoing and seasonal marketing campaigns.
5. You will use evolving technologies to communicate your brand's presence, product and promise through content for social media, digital and print.

## HOW TO BECOME A MARKETING AND COMMUNICATION MANAGER

Becoming a Marketing and Communication Manager in manufacturing typically requires a combination of education, experience, and strong creative and analytical skills. While entry-level marketing positions exist, managerial roles often require several years of experience. Here are key steps to consider:

1. Look for entry level roles in marketing or communication as a marketing assistant, to gain experience in various marketing functions such as digital marketing, content creation, and brand management
2. Develop a strong understanding of the manufacturing industry and its unique marketing challenges
3. Build expertise in marketing analytics and customer relationship management (CRM) tools
4. Gain experience in B2B marketing strategies specific to the manufacturing sector
5. Develop strong leadership and project management skills
6. Stay updated on emerging marketing technologies and trends in industrial marketing
7. Seek mentorship from experienced marketing professionals in the manufacturing sector

## VOCATIONAL EDUCATION & TRAINING

While many Marketing and Communication Manager roles require higher education, starting with VET can provide a solid foundation in marketing principles and practices. Consider the following options:

- Certificate IV in Marketing and Communication (BSB40820)
- Diploma of Marketing and Communication (BSB50620)
- Advanced Diploma of Marketing and Communication (BSB60420)

These qualifications offer practical skills in marketing strategy, digital marketing, and communication techniques. Many VET courses include industry projects, allowing you to gain hands-on experience in marketing roles within manufacturing settings.

## UNIVERSITY & HIGHER EDUCATION

For those aiming for senior Marketing and Communication Manager positions in manufacturing, higher education is often beneficial:

- Bachelor of Business majoring in marketing, or a Bachelor of Communication or Public Relations
- Master of Marketing and Digital Communications
- Master of Business Administration (MBA) with a focus on Marketing

These degrees provide comprehensive knowledge of marketing theory and practice, consumer behaviour, and strategic brand management. Many programs offer opportunities for internships or industry projects, allowing you to apply your learning in real-world manufacturing contexts.

Continuous professional development is crucial in this field. Consider pursuing additional certifications. Stay updated with the latest trends in industrial marketing through workshops, webinars, and industry publications.