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5 MARKETING JOBS THAT REQUIRE COMPLETELY DIFFERENT SKILLS

Robust marketing teams cover a large range of responsibilities and skills.

Swipe for 5 jobs that are all different but all marketing.

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CONTENT MARKETER

Skill Set: Strong writing and editing skills, SEO knowledge, creativity, and storytelling ability. Some proficiency with videography and photography.

Responsibilities: Creating and managing content across multiple platforms (blogs, social media, websites), optimizing content for search engines, and aligning content with the audience's interests to engage and attract customers.

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MARKETING OPERATIONS PRACTITIONER

Skill Set: Proficiency in data analysis software (like SQL, Python), statistical analysis, problem-solving skills. Proficient in tools such as Salesforce, Marketo, HubSpot, Pardot, etc.

Responsibilities: Analyzing various forms of data to gauge marketing campaign effectiveness, customer preferences, and market trends. Generating reports to help in decision-making and strategy formulation for future marketing initiatives. Create automatable marketing and procedures.

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BRAND MANAGER

Skill Set: Strong leadership skills, strategic thinking, understanding of consumer behavior, creative judgment, and capable of market research.

Responsibilities: Overseeing the development and management of a brand's marketing strategies to build brand awareness and loyalty. Coordinating with different departments to ensure consistency in brand messaging and identity across all marketing channels.

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EVENT MARKETER

Skill Set: Project management, interpersonal communication, logistical coordination, attention to detail.

Responsibilities: Planning and executing events such as conferences, product launches, or promotional events. Managing budgets, liaising with vendors, and ensuring the event aligns with the brand's objectives to enhance engagement and reach.

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DIGITAL MARKETER

Skill Set: Knowledge of digital marketing tools and platforms (e.g., Google Ads, Facebook Ads Manager), understanding of web analytics, proficiency in targeted advertising, social media, websites, and others. The Jack or Jill of all trades in marketing.

Responsibilities: Creating and managing digital campaigns to promote a brand or products on various online platforms. Analyzing the effectiveness of these campaigns, optimizing them for better performance, and staying updated with digital marketing trends.

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OTHER MARKETING JOBS

Marketing Strategist

Social Media Marketer

Influencer Marketer

Marketing Research Analyst

SEO Marketing

Product Marketing

Marketing Communications

Email Marketing Specialist

Affiliate Marketer

Advertising Specialist

Marketing Automation Specialist

and so many more... 😊

What kind of marketing do you do?