

Occupation Analysis - Marketing Manager

Manages and coordinates marketing activities for a company. Oversees marketing and advertising staff. Monitors demand for company products or services, business and industry competition, and prices. Identifies potential new customers; develops strategies for increasing sales or market share.

Common job titles: Marketing Manager, Digital Marketing Manager, Product Marketing Manager, Market Manager, Director Of Marketing

Active Selections: Nationwide, Marketing Manager

Overview

Job Metrics

Job Postings

Last 12 Months



Projected Growth

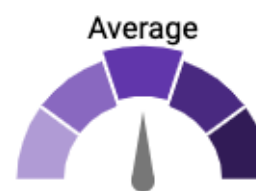
10 Years



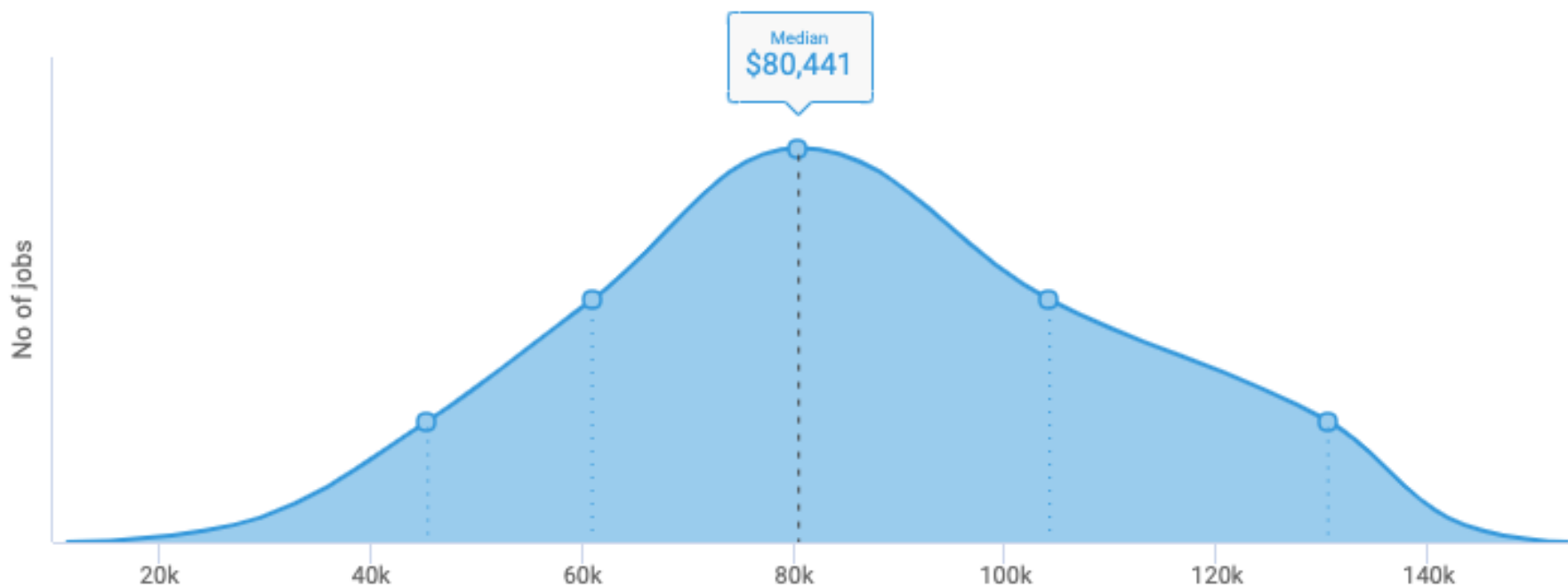
Time To Fill



Location Quotient

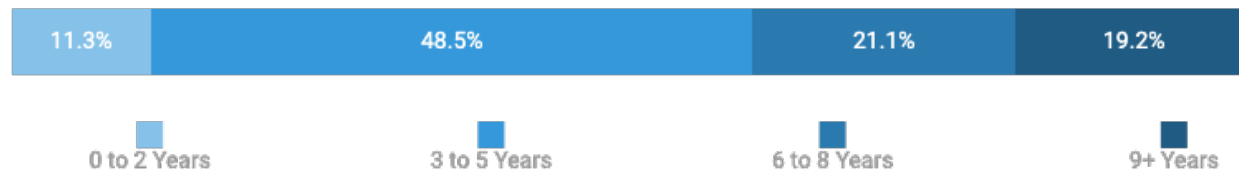


Salary Overall

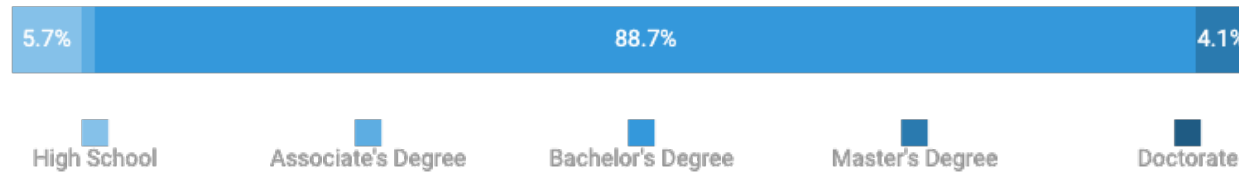


Job Qualifications

Years of Experience



Education Level



Frequency Requested

Certification

Occasionally

Sometimes

Often

Driver's License



Top Skills

Specialized Skills

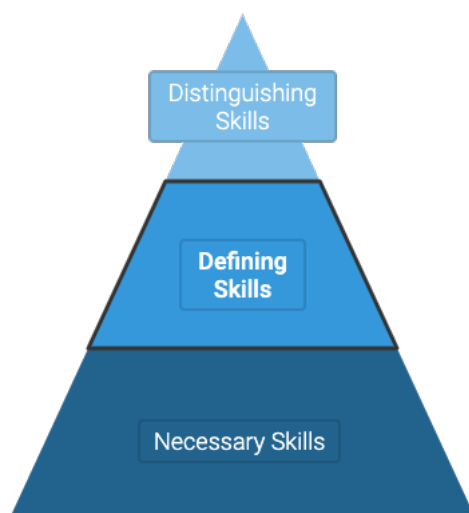
Marketing
Budgeting
Project Management
Marketing Management
Market Strategy
Social Media
Digital Marketing

Baseline Skills

Communication Skills
Teamwork / Collaboration
Creativity
Planning
Detail-Oriented
Writing
Research

Skills Explorer

Occupational Skills for Marketing Manager



An occupation's Defining skills represent the day-to-day tasks and responsibilities of the job. An employee needs these skills to qualify for and perform successfully in this occupation.

Skill	Skill Type	Occupational Skills Category	Salary Premium	Job Postings Requesting Last 12 months	Projected Growth 2 Years
Marketing	Specialized	Defining		104,941	-5.1%
Budgeting	Specialized	Defining		58,610	-1.4%
Project Management	Specialized	Defining		50,354	-0.5%
Marketing Management	Specialized	Defining		48,249	+0.7%
Market Strategy	Specialized	Defining	✓	47,893	+6.6%
Social Media	Specialized	Defining		44,528	+8.2%
Digital Marketing	Specialized	Defining		43,347	+23.5%
Product Marketing	Specialized	Defining	✓	33,748	+5.1%
Product Management	Specialized	Defining	✓	28,343	+5.6%
Marketing Strategy Development	Specialized	Defining		17,770	+6.0%
Google Analytics	Software and Programming	Defining		15,934	+15.2%
Marketing Programs	Specialized	Defining		15,494	-3.0%
Content Management	Specialized	Defining		15,443	+7.7%

[Learn more](#) about Occupational Skill Categories

Top Requested Skills for Marketing Manager

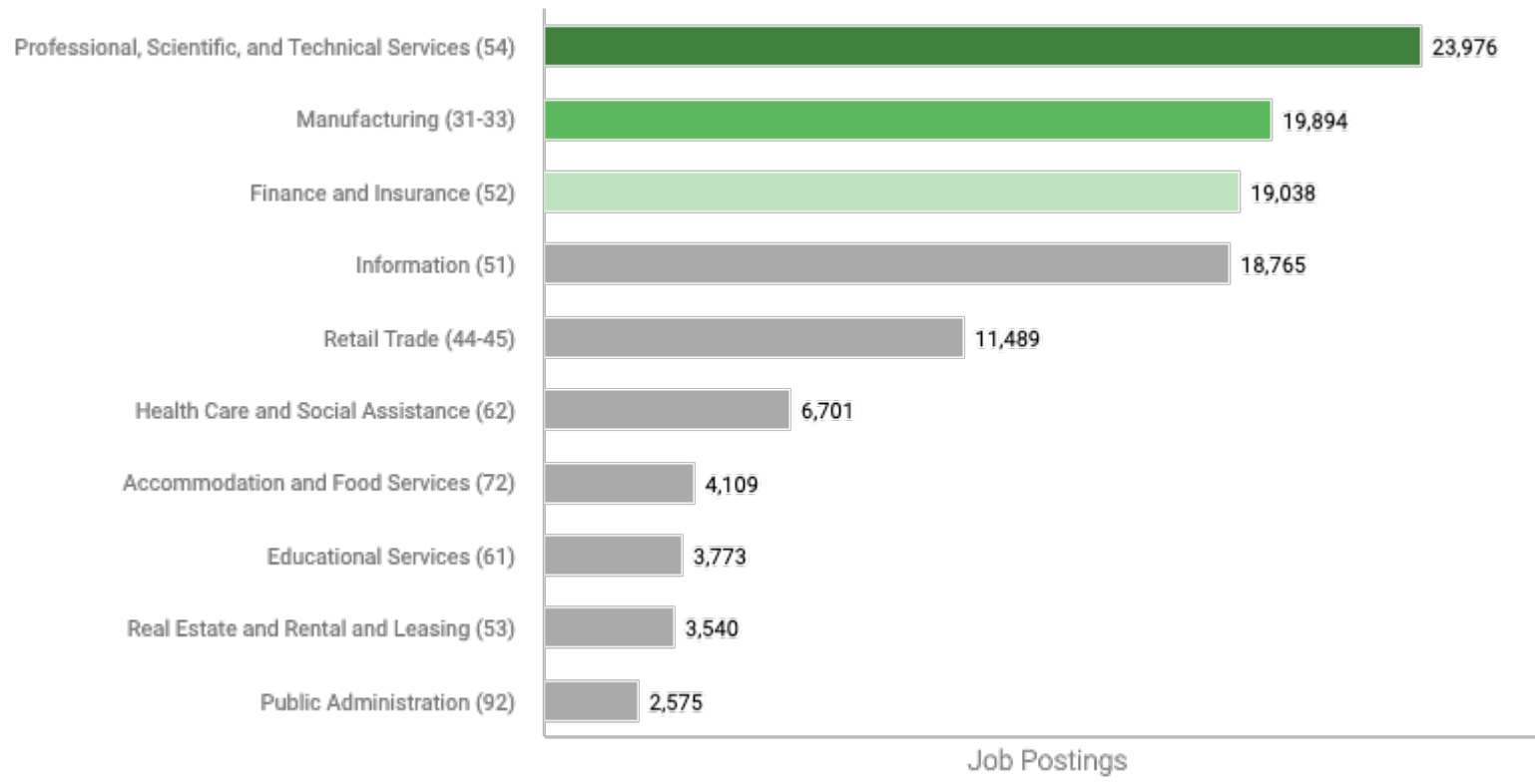
Skill	Skill Type	Occupational Skills Category	Salary Premium	Job Postings Requesting	Projected Growth 2 Years
Marketing	Specialized	Defining		104,941	-5.1%
Communication Skills	Baseline	NA		97,573	
Teamwork / Collaboration	Baseline	NA		88,964	
Creativity	Baseline	NA		81,526	
Budgeting	Specialized	Defining		58,610	-1.4%
Planning	Baseline	NA		54,949	
Project Management	Specialized	Defining		50,354	-0.5%
Marketing Management	Specialized	Defining		48,249	+0.7%
Market Strategy	Specialized	Defining	✓	47,893	+6.6%
Social Media	Specialized	Defining		44,528	+8.2%
Digital Marketing	Specialized	Defining		43,347	+23.5%
Detail-Oriented	Baseline	NA		42,622	
Writing	Baseline	NA		41,061	
Research	Baseline	NA		40,248	

Organizational Skills	Baseline	NA		38,481	
Problem Solving	Baseline	NA		38,094	
Microsoft Excel	Software and Programming	NA		35,003	
Product Marketing	Specialized	Defining	✓	33,748	+5.1%
Key Performance Indicators (KPIs)	Specialized	Necessary		29,532	+21.4%
Business-to-Business	Specialized	Necessary	✓	29,483	+16.5%
Product Management	Specialized	Defining	✓	28,343	+5.6%
Presentation Skills	Baseline	NA		27,925	
Microsoft Office	Software and Programming	NA		26,268	-12.3%
Building Effective Relationships	Baseline	NA		25,590	
Microsoft Powerpoint	Software and Programming	NA		24,221	-14.7%
Salesforce	Software and Programming	Necessary	✓	22,695	+20.5%
Sales	Specialized	Necessary		21,949	-3.2%
Self-Starter	Baseline	NA		21,525	
Market Planning	Specialized	Necessary		21,483	+1.4%
Written Communication	Baseline	NA		20,689	
Customer Service	Specialized	Necessary		20,428	+8.2%
Business Development	Specialized	Necessary		20,287	-3.2%
Market Research	Specialized	Necessary		18,800	-4.4%
Analytical Skills	Baseline	NA		18,798	
Product Development	Specialized	Necessary	✓	18,356	+1.8%
Thought Leadership	Specialized	Necessary	✓	17,983	+7.7%
Marketing Strategy Development	Specialized	Defining		17,770	+6.0%
Verbal / Oral Communication	Baseline	NA		17,457	
Multi-Tasking	Baseline	NA		17,314	
Leadership	Baseline	NA		17,253	
Google Analytics	Software and Programming	Defining		15,934	+15.2%
Editing	Baseline	NA		15,823	
Meeting Deadlines	Baseline	NA		15,792	
Marketing Programs	Specialized	Defining		15,494	-3.0%
Content Management	Specialized	Defining		15,443	+7.7%
Time Management	Baseline	NA		15,385	
E-Commerce	Specialized	Necessary		14,614	+2.0%
Email Marketing	Specialized	Necessary		14,417	+10.6%
Scheduling	Specialized	Necessary		13,876	+0.6%
Facebook	Software and Programming	Necessary		13,705	+3.0%

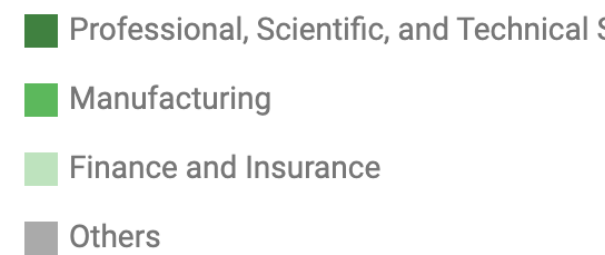
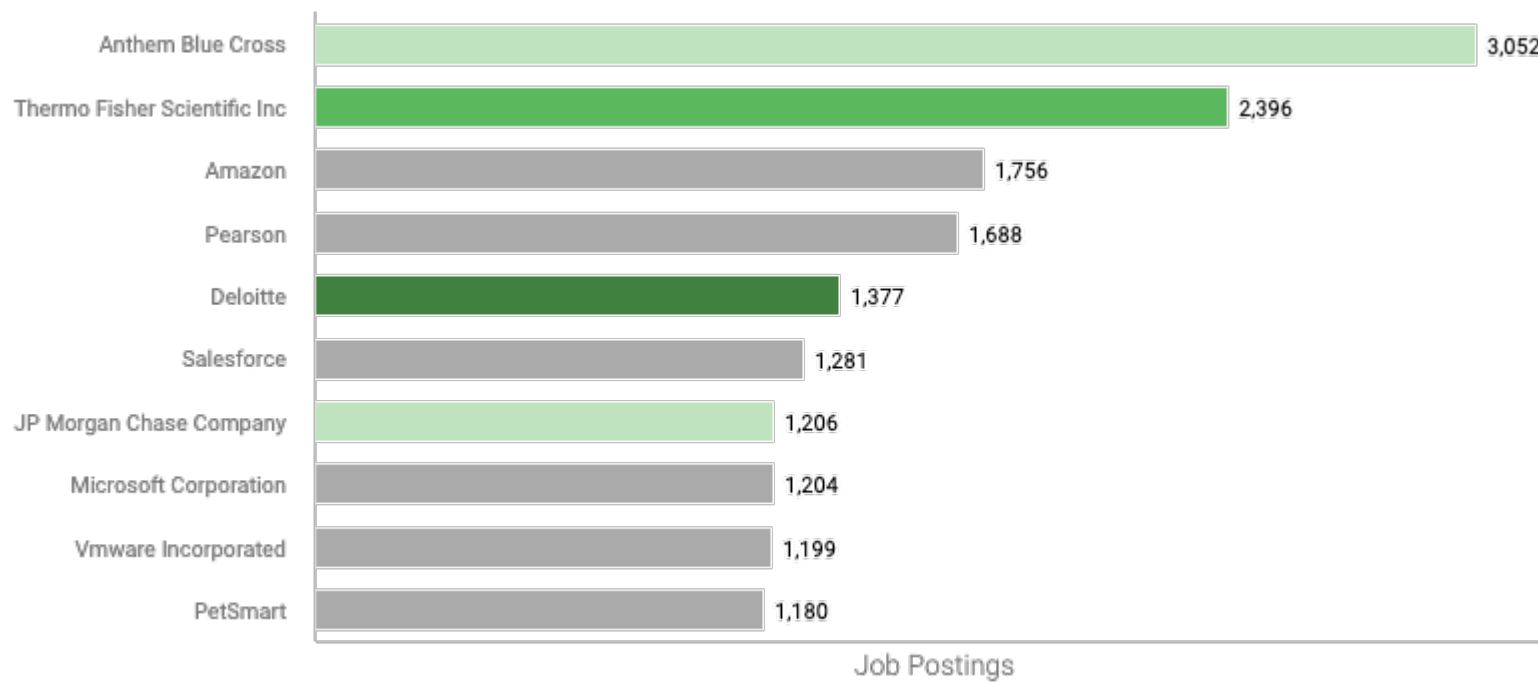
Employers & Industries

Top Industries

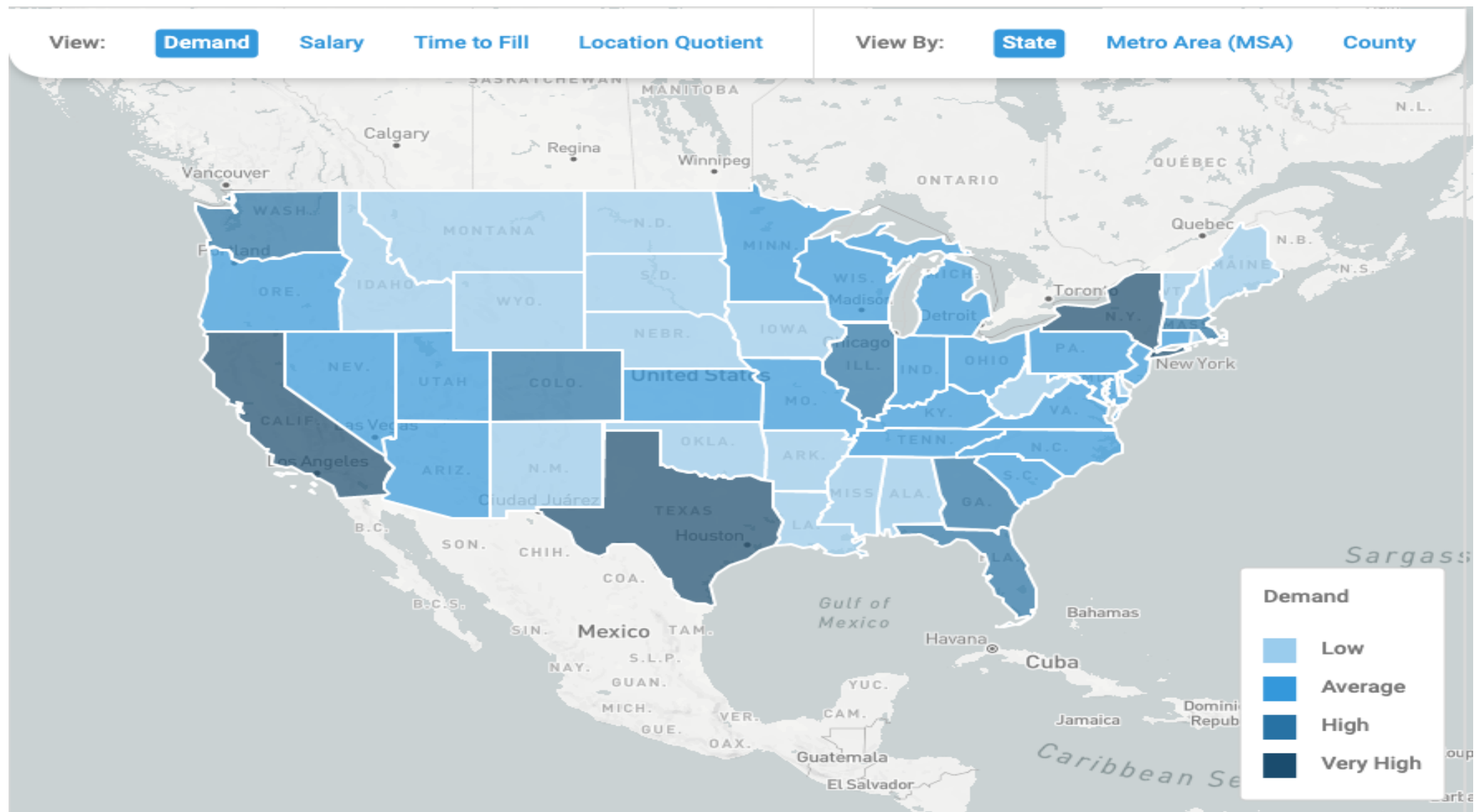
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Top Employers



Top Locations



State	Job Postings Last 12 months	Median Salary	Time to Fill Days	Location Quotient
California	40,299	\$88k	44	1.6 ▲
New York	17,215	\$84k	47	2.1 ▲
Texas	15,031	\$80k	43	0.9 ▬
Illinois	9,589	\$82k	45	1.3 ▲
Florida	8,919	\$69k	42	0.7 ▼
Massachusetts	8,426	\$87k	45	1.6 ▲
Washington	6,950	\$84k	43	1.4 ▲
Georgia	6,895	\$82k	41	1.0 ▬
Colorado	6,495	\$78k	45	1.1 ▬
North Carolina	6,003	\$78k	38	0.9 ▬
New Jersey	5,715	\$84k	41	1.2 ▬
Pennsylvania	4,922	\$77k	43	0.8 ▼
Ohio	4,511	\$73k	45	0.7 ▼
Minnesota	4,054	\$81k	40	1.0 ▬
Virginia	3,904	\$80k	42	0.7 ▼
Arizona	3,620	\$75k	44	0.6 ▼
Michigan	3,187	\$68k	42	0.6 ▼
Wisconsin	2,865	\$73k	42	0.7 ▼
Tennessee	2,655	\$70k	44	0.7 ▼

Maryland	2,540	\$79k	46	0.8	▼
Oregon	2,238	\$75k	43	0.8	▼
Utah	2,216	\$75k	49	1.1	▬
Indiana	2,207	\$73k	47	0.5	▼
District of Columbia	2,205	\$82k	49	1.7	▲
Connecticut	2,202	\$80k	41	1.0	▬
Missouri	2,166	\$71k	41	0.6	▼
Nevada	1,465	\$70k	37	0.8	▼
Kentucky	1,196	\$69k	41	0.6	▼
Kansas	1,018	\$70k	40	0.6	▼
South Carolina	1,002	\$73k	40	0.5	▼
Alabama	980	\$65k	38	0.4	▼
Idaho	954	\$73k	47	0.7	▼
Iowa	906	\$73k	44	0.5	▼
Louisiana	863	\$69k	40	0.5	▼
Oklahoma	863	\$68k	42	0.4	▼
Nebraska	769	\$69k	43	0.6	▼
Delaware	699	\$88k	38	1.1	▬
Arkansas	650	\$67k	37	0.5	▼
Rhode Island	585	\$80k	43	1.0	▬
New Hampshire	511	\$79k	47	0.7	▼
Hawaii	458	\$69k	36	0.7	▼
New Mexico	395	\$67k	36	0.4	▼
Maine	393	\$78k	53	0.8	▼
Mississippi	344	\$72k	38	0.4	▼
North Dakota	280	\$77k	36	0.7	▼
West Virginia	242	\$71k	25	0.5	▼
South Dakota	227	\$74k	42	0.5	▼
Alaska	226	\$73k	33	0.5	▼
Montana	218	\$73k	38	0.4	▼
Vermont	202	\$73k	44	0.7	▼
Wyoming	176	\$70k	35	0.7	▼
Puerto Rico	68	\$69k	37	0.6	▼
Guam	2	\$46k	26	0.4	▼
Virgin Islands	1	\$53k	11	0.0	▼

Related Jobs

Marketing Manager at a Glance

Salary



Job Postings

Last 12 Months

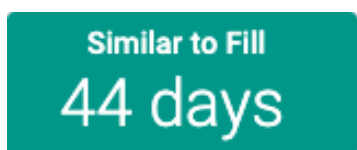


Projected Growth

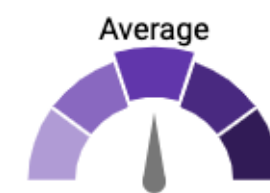
10 Years



Time To Fill



Location Quotient



Source: Burning Glass analysis of Bureau of Labor Statistics and state projections

Related Jobs

