



AUSTRALIAN  
**INSTITUTE**  
**OF ICT™**

# Growth Marketing Professional

contact details

 call 1800 515 110

 [digitaljobs@aiaict.edu.au](https://digitaljobs@aiaict.edu.au)

 [aiaict.edu.au](https://aiaict.edu.au)



The Department of Jobs, Precincts and Regions (DJPR) is focused on growing Victoria's economy and ensuring it benefits all Victorians by creating more jobs for more people, building thriving places and regions and nurturing inclusive communities.

As part of the Digital Skills and Jobs Program (DSJP), The Australian Institute of ICT (AIICT) offers a 12-week training course for aspiring growth marketers. Marketing is a job role in demand, with the Bureau of Labor Statistics predicting 10% growth in the number of marketing, advertising and promotions managers from 2016 to 2026.

The Growth Marketing Professional course has a focus on digital marketing skills and according to Mondo the demand for digital marketing professionals will rise by 38% this year. Marketing is a career that is in demand and this course will help prepare you for an exciting career in this growing field.

The course includes valued and widely recognised certifications from the Digital Marketing Institute (DMI) and the global standard in digital marketing certification.

This course will take 12 weeks to complete (with no prerequisites), and help you develop in-demand skills, positioning you for a rewarding career in digital marketing. In our tailor-made program you will have access to our dedicated mentors – experts in the industry who will guide you through your course content and connect you with the latest resources, tools and communities.

**Join us for the next step in your Growth Marketing journey.**



**10% growth**

predicted in the number of Advertising, Promotions and Marketing Managers employed globally between 2016 and 2026.

The Bureau of Labor Statistics, Advertising Promotions and Marketing Managers, Job Outlook 2016-2026



**78%**

of marketers describe their customer engagement as data-driven

Salesforce, State of Marketing Research 2020

The average salary for a Growth Hacker in Australia is AU\$94,500



Average Growth Hacker Salary in Australia, Payscale January 2021

## LAUNCH YOUR CAREER IN DIGITAL MARKETING

Marketing drives business growth, and the Growth Marketing Professional course will equip you with the knowledge and skills to contribute to business success. Gain theoretical knowledge and practical know-how to run successful growth marketing programs using the latest tools, plus the ability to analyse and optimise campaign performance.

This course covers all the fundamentals including quantitative and analytical skills, technical skills, qualitative research, copywriting, storytelling, channel acquisition and program management to make you a master of growth. You'll also learn about customer success, front end development and marketing automation to help you become a complete growth hacker.

Become proficient in digital marketing strategy, social media, Google paid search (PPC), email marketing, Google Analytics, content marketing, search engine optimisation (SEO), and display and video advertising.

The Growth Marketing Professional course is ideal for anyone wanting to become a skilled growth hacker with a broad base of marketing knowledge and skills.

### The benefits of completing the Growth Marketing Professional Course:

#### Mentorship with industry experts

- Connect with our carefully selected group of experts in the field, whose role is to mentor you through your course content and help you connect with the online communities.

#### Flexible study – make your own experience

- You will be invited to regular webinars and Q&A sessions where you will have the opportunity to ask your mentor any questions you might have. You can move through the course content at your own pace and access the learning platform for up to 12 months.



Course duration  
**12-week training course**



Mode  
**Online**



Certifications  
**1**



## Multi-platform learning environments

- Access a variety of tailored learning experiences, such as video content, quizzes, eBooks, live labs, expert led webinars, Live Chat, podcasts, networking and research

## Globally recognised certifications

- Earn three valuable globally-recognised certifications from Digital Marketing Institute and Google highly respected by employers
- Receive digital badges for your non-certification topics, which will also get you noticed on your employment journey

## What you will learn

- Introduction to Digital Marketing, SEO, social media, PPC and more.
- Learn how to use Google Analytics.
- Benefits of Google Ads Search.
- Definition of Customer Success.
- Get started with Front-End Development.
- Additional Content in Mobile App marketing as well as Agile fundamentals.
- Leadership and Soft Skills: Sharpen your interpersonal skills to succeed in the workplace.

## Career Opportunities

### Growth Marketer

Growth Marketers (also known as “Growth Hackers”) are responsible for optimising specific target areas and metrics in a business. They assess a company’s current marketing strategies, identifying areas for improvement, then develop experimental solutions to enhance these processes. Once carried out, they analyse the results of their experiments and the business growth they offer – creating permanent strategies from those that work best.

### Marketing Executive

A marketing executive may perform a number of different duties depending upon the specific needs of their organization. They may lead, plan, supervise, and check up on the circulation of promotional merchandise. In this role, travel may be required, as marketing executives often are required to attend trade shows to search for products, network, and meet new clients. Marketing executives also typically attend many meetings, a setting in which new marketing ideas, projects, or computer-software programs are discussed. These professionals also may become involved in testing campaigns, and they must have the ability to work with computer software to monitor the results of those campaigns and gauge client or consumer interest.

## Course Structure

The Growth Marketing Professional course is made up of three Certifications, provided through Digital Marketing Institute and Google. Each Certification is comprised of numerous courses outlined below.

### Certified Digital Marketing Professional

This program is a foundation course designed to provide students with an overview of the variety of digital marketing channels and equip you with skills to effectively use those channels in building and implementing a cohesive digital marketing strategy.

- Introduction to Digital Marketing, Connecting with Customer through Inbound and Outbound Marketing, Digital and Cultural Research
- Content Marketing Concepts and Digital Marketing Strategy
- Explore key social platforms for Digital Marketing, Develop Data-Driven Audience and Campaign Insights
- Email Marketing Fundamentals, Learn How to Manage and Segment the Data, Test Headlines, Maximise Rates and ROI
- Marketing Automation and the concepts of Data Management Regulations

### Other Course Inclusions

- Job ready personal development skills and assessments
- Front-End Development for Website Optimisation, Customer Success Management Fundamentals, Growth Hacking Tools and Project Management Frameworks
- Access to sourced content from Digital Marketing Institute, the global certification standard in Digital Marketing education, including lifetime membership, practical activities, real-world scenario templates, toolkits and much more

## Communication

As a student, you can quickly and easily connect with your peers and certified instructors through online messaging and through our learning management system (LMS). There will be opportunities to do so either live, at set times in the day or to submit queries at any time which will be responded to on the same business day.

## Enrolment Info

The course requires no prerequisites; even if you are brand new to the industry, with the right attitude and appetite to learn, you will be able to join the course. If you are interested in this course, get in touch with your mentor at the Digital Skills and Jobs Program to enrol.



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### Why AICT



**100%**  
online training



**Globally recognised  
certifications**

### Powered by Lumify

Lumify (previously known as DDLS), is Australia's largest provider of corporate IT and process training, with the widest portfolio of strategic partners and courses in Australia. For more than 30 years, Lumify has been an award-winning non-accredited training provider, spanning across Australia and into Asia.


In partnership with Lumify, AICT aims to provide quality, self-paced, and nationally accredited ICT training, leveraging the experience, skills and knowledge of Lumify. Lumify partners with world-class companies to help organisations and individuals in the IT industry remain up to date with new processes, technology and platforms to reduce risk and enable efficient business practices. Some of the partners include:

- Microsoft
- Google
- AWS
- Cisco
- CompTIA
- Citrix, among many others.

### Industry Partnerships



**Digital  
Marketing  
Institute**



*"Growth hackers, using their knowledge of product and distribution, find ingenious, technology-based, avenues for growth that sometimes push the bounds of what is expected or advised."*

Neil Patel, Co-Founder of NP Digital and Subscribers

*"It's important that the potential growth marketing candidates are hungry for knowledge to keep up with this rapidly evolving space, have high potential to develop required skills along the way, and are good team players to work at the intersection of multiple functions seamlessly."*

Tomek Duda, Director of Growth at Ladder.io

*"The rise of data-driven marketing has also introduced a new area of specialization in the marketing sector: marketing automation. While marketing automation was previously considered a skill that was only left to the experts, it's no longer the case today. So, when your whole marketing funnel can be automated using SaaS solutions, the minimum skillset for all marketers is now undoubtedly proficiency with marketing automation platforms."*

Autopilot, Marketing Beyond 2020