



Advertising Consultants

Median Yearly Income (2010): \$59,924

This unit group is for all advertising, management, and promotion consultants: Advertising and promotion consultants plan, organize, direct, control and evaluate the activities of establishments and departments involved in commercial and industrial advertising.

WHAT YOU DO

Advertising consultants assess characteristics of products or services to be promoted, advise clients on advertising or sales promotion strategies, and develop and implement advertising campaigns.

In the oceans technology sector, advertising consultants may work within companies or with the industry to design advertising strategies and campaigns aimed at the local, national and international markets.



WHAT YOU NEED

- ❖ Good interpersonal skills;
 - ❖ Effective oral and written communication skills;
 - ❖ Strong organizational skills;
 - ❖ Capable of analytical and logical thinking;
 - ❖ Negotiating skills;
 - ❖ Research skills; and
 - ❖ Creativity.
- Advertising and marketing managers perform some or all of the following duties:**
- ❖ Plan, direct and evaluate the activities of firms and departments;
 - ❖ Develop and implement advertising campaigns to promote the sales of products and services; and
 - ❖ Plan, organize, direct, control and evaluate the design, development and maintenance of internet sites to manage an organization's internet presence including public relations, communications and commercial activities.

Advertising Consultants

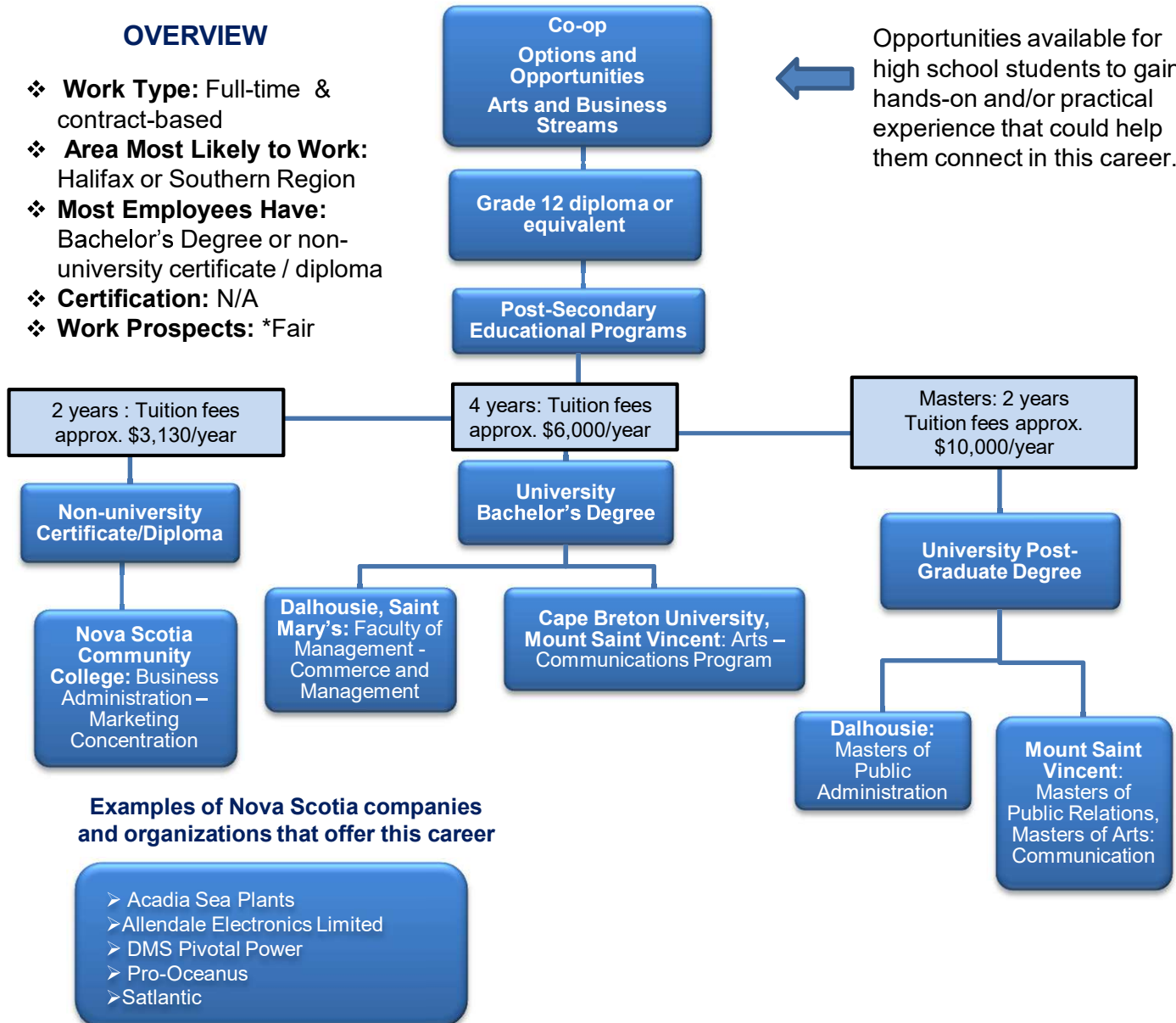


CAREER PATHWAY

OVERVIEW

- ❖ **Work Type:** Full-time & contract-based
- ❖ **Area Most Likely to Work:** Halifax or Southern Region
- ❖ **Most Employees Have:** Bachelor's Degree or non-university certificate / diploma
- ❖ **Certification:** N/A
- ❖ **Work Prospects:** *Fair

← Opportunities available for high school students to gain hands-on and/or practical experience that could help them connect in this career.



Examples of Nova Scotia companies and organizations that offer this career

- Acadia Sea Plants
- Allendale Electronics Limited
- DMS Pivotal Power
- Pro-Oceanus
- Satlantic

References and Resource Links

- *The employment outlook over the next few years for this occupational group is "fair", which indicates the chances of a qualified individual finding work is around average
- Association of Canadian Advertisers (<http://www.acaweb.ca>)
- Careers Nova Scotia (<http://careers.novascotia.ca/>)
- Create your career plan (careeringear.nsc.ca)
- 0124 national occupation classification (<http://www5.hrsdc.gc.ca/NOC/English/NOC/2011/QuickSearch.aspx?val65=0124>)