CHANGING JOBS IN MARKETING SPACE
The skills marketers have acquired don’t simply translate into jobs with the word “marketing” in the title. The worlds of public relations, advertising, social media and more can immediately benefit from a marketer’s insight. And in some cases, it pays to explore alternative ways to utilize marketing training in your career.

Burning Glass Technologies, a marketing analytics company, has compiled a collection of data to help marketers do just that. Its Labor Insight market analysis contains information on jobs related to those of a traditional marketer, including the median annual salary, the number of job postings, projected growth and skills required to make the leap.

As of September, here is the solar system surrounding the job of Marketing Manager, which we’ve designated as our sun. And yes, as of press time, NASA has designated Pluto as a planet—a dwarf planet, but a planet nonetheless.

—Steve Heisler
**KEY**

**ORBIT:** Median salary  
**POPULATION:** Job postings last 12 months  
**POPULATION GROWTH:** Projected growth over next 10 years  
**GRAVITY:** How many days to fill postings  
**REQUIRED FOR SPACE TRAVEL:** Important skills to possess

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**JOB:** Marketing Manager

**STAR:** Sun

**ORBIT:** $78,000

**POPULATION:** 157,827

**POPULATION GROWTH:** 10.1%

**GRAVITY:** 42
**JOB:**
Product Manager

**PLANET:**
Mercury

**ORBIT:**
$102,000

**POPULATION:**
93,559

**POPULATION GROWTH:**
10.1%

**GRAVITY:**
47

**REQUIRED FOR SPACE TRAVEL:**
Product management, product development

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- REQUIRED FOR SPACE TRAVEL: Important skills to possess
JOB: Marketing Specialist

PLANET: Venus

ORBIT: $47,000

POPULATION: 105,651

POPULATION GROWTH: 23.2%

GRAVITY: 36

REQUIRED FOR SPACE TRAVEL: Marketing, customer service, Photoshop, InDesign

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### Job: Market Research Analyst
- **Orbit:** $62,000
- **Population:** 37,901
- **Population Growth:** 23.2%
- **Gravity:** 38
- **Required for Space Travel:** SQL, data analysis, economics, Tableau

### Key
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- **Required for Space Travel:** Important skills to possess
**JOB:** Advertising/Promotions Manager

**PLANET:** Mars

**ORBIT:** $62,000

**POPULATION:** 3,849

**POPULATION GROWTH:** 5.4%

**GRAVITY:** 40

**REQUIRED FOR SPACE TRAVEL:** Advertising, budgeting, product management
JOB: Communications/Public Relations Manager

PLANET: Jupiter

ORBIT: $65,000

POPULATION: 41,362

POPULATION GROWTH: 10.3%

GRAVITY: 36

REQUIRED FOR SPACE TRAVEL: Journalism, social media, media relations, corporate and strategic communications
JOB: Business Development/Sales

PLANET: Saturn

ORBIT: $78,000

POPULATION: 316,439

POPULATION GROWTH: 7.5%

GRAVITY: 40

REQUIRED FOR SPACE TRAVEL: Sales, sales management
JOB: Social Media Strategist/Specialist

PLANET: Uranus

ORIZIT: $47,000

POPULATION: 27,962

POPULATION GROWTH: 23.2%

GRAVITY: 34

REQUIRED FOR SPACE TRAVEL: Facebook, Instagram, other social media platforms
JOB: SEO Specialist

PLANET: Neptune

ORBIT: $62,000

POPULATION: 15,078

POPULATION GROWTH: 9.3%

GRAVITY: 35

REQUIRED FOR SPACE TRAVEL: SEO, Google Analytics, keyword research, SEM, Google Ads, paid search
JOB: Media Planner/Buyer

PLANET: Pluto

ORBIT: $53,000

POPULATION: 17,067

POPULATION GROWTH: 8.9%

GRAVITY: 38

REQUIRED FOR SPACE TRAVEL: Media planning, journalism, content management, customer billing, scheduling, media buying, digital media, media campaigning
<table>
<thead>
<tr>
<th>JOB:</th>
<th>Corporate Development Analyst/Manager</th>
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<tbody>
<tr>
<td>PLANET:</td>
<td>Misc.</td>
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<tr>
<td>ORBIT:</td>
<td>$103,000</td>
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<tr>
<td>POPULATION:</td>
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<td>POPULATION GROWTH:</td>
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<td>GRAVITY:</td>
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<tr>
<td>REQUIRED FOR SPACE TRAVEL:</td>
<td>Business development, mergers and acquisitions</td>
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</tbody>
</table>

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