

# MARKETING JOBS

You probably didn't know about

## Marketing technologist

This is the person who spends their time researching and finding **new technology** and **software** that can be implemented into marketing.



## Sensory brander

Sensory branders focus on **all the senses** beyond the visual. This ranges from how a store smells to the sounds a product or packaging makes. They help make a **brand be more appealing**.

## Growth hacker

These hackers are all about generating leads for a brand, or finding out how to **turn leads into customers** if they are not making that shift.



## UX designer

UX stands for **User Experience**. The designer takes a look at the **experience a customer has** when using a service or brand. The UX looks at websites, stores and customer service.

## SEO specialist

They focus on **search engine optimisation** by **finding and utilising keywords** that can be implemented on the brand's website. This can make them more searchable online.



## Listening officer

A listening officer's main responsibility is to take a look at **social media analytics** and **social media listening reports**. They determine what social media trends can be used and what their audience likes and dislikes on social media.

# Opportunities In Advertising Careers

**Michelle LeCompte**



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