I want to start my career as a... 

Marketing Assistant

What will I do?
Marketing Assistants are in charge of helping with social media, content for the marketing material, and help with company advertising. Marketing Assistants primarily focus on assisting the Marketing Managers.

What are the important facts?

Job Growth
Marketing Assistants are important because they help ensure the marketing team is staying on track with deadlines and projects. Assistants will always be in need in any company that has a large marketing department.

In California, entry-level Marketing careers are estimated to have 3,580 new job openings between 2014 and 2024. This means there is a 32% job increase in the state—this level of employment increase means there will be lots of new jobs in the field.

Wage/Salary
The average hourly salary begins at $17.31, with an annual salary of $36,000. In Silicon Valley, the living wage for a single person is $16.00 an hour.

Required Training
Individuals are required to have at least an Associate’s Degree or Certificate of Completion in Business Administration. However, a Bachelor’s Degree is HIGHLY recommended—most companies prefer Bachelor Degrees.

What are typical tasks?
• Assist with Social Media projects.
• Help with advertising for the company.
• Help to plan promotional events for the company.
• Work with the Marketing Specialist to discuss marketing plans and the different advertising methods.
• Help assist with marketing research that help to recruit customers.

What would make this career a great fit for me?
• Enjoy working with Social Media.
• Able to show creativity that will entice customers to want to buy the products companies are trying to sell.
• Have basic computer skills.
• Enjoy working on websites and website design.
• Enjoy working on a team.
• Have strong written and verbal communication skills.

Where can I get the training I need?
• De Anza College
• Evergreen College
• Foothill College
• Mission College
• San Jose City College
• West Valley College


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## Step 1
Learn the skills employers say you need. Begin your education.

### Education & Training: Marketing Assistant

<table>
<thead>
<tr>
<th>Community College</th>
<th>Four-Year University</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individuals can receive their Associates Degree or Certificate of Completion in Business Administration.</td>
<td>Individuals will receive their Bachelor’s Degree in Business Administration, with an emphasis in Marketing.</td>
</tr>
<tr>
<td>• De Anza College</td>
<td>• California State East Bay</td>
</tr>
<tr>
<td>• Evergreen College</td>
<td>• Santa Clara University</td>
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<tr>
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## Step 2
Find a job that fits your level of education and training.

### Career Pathways for Marketing Assistant

#### Entry-Level Positions
**Marketing Assistant**
Individuals are required to have at least an Associate's Degree or Certificate of Completion to be a marketing assistant.

**Employers**
- Marketing Firms
- Target
- Netflix

**Labor Market Information**
- The average hourly salary in San Jose begins at $17.31, with an annual salary of $36,000.

#### Mid-Level Positions
**Marketing Specialist**
Individuals are required to have 2-3 years of work experience PLUS a Bachelor's Degree.

**Employers**
- Any major company that requires advertising.
- Magazine Companies
- Marketing Firms

**Labor Market Information**
- The average hourly salary in San Jose is $54, with an annual salary of $112,740.

#### Advanced Skill Positions
**Marketing Managers**
In order to move up to a management position, it takes 4-5 years of work experience PLUS a Bachelor's Degree.

**Employers**
- Any major magazine company
- Any major clothing company
- Sports Marketing

**Labor Market Information**
- The average hourly wage in San Jose is $88, with an annual salary of $184,710.

In order to advance from Entry-Level to Mid-Level positions, it takes 2-3 years of work experience in an entry-level position, plus higher education and training such as a Bachelor's degree.

These are not the exact career paths individuals must follow. This is meant to serve as an example.
What are the Skills Employers look for in a Marketing Assistant?

**Employers are looking for someone who:**

- Has their Associate's Degree in Business Administration or Certificate of Completion in Business Administration.
- Is able to handle fast-paced environments with deadlines.
- Has strong verbal and written communication skills.
- Is able to collaborate with a team and work effectively together. Most projects in the marketing department are done as a team.
- Is able to negotiate with team members.
- Has strong conflict management skills.
- Has an imagination. This will help with marketing projects that need original ideas.
- Has strong computer skills.
- Is able to navigate social media.
- Is able to identify advertising techniques that will bring in new customers.

**Employers may also refer to me as:**

- Sales and Marketing Assistant
- Executive Assistant/Marketing Admin
- Marketing Intern

**Moving up: Marketing Assistants**

*Below are a few examples of how you can eventually move up in your career. These career advancements are options for when you are ready to advance from entry-level to mid or advanced-level positions.*

**Example Career Ladder:**