

# YOUR 2022 GUIDE

TO THE TYPES OF JOBS AVAILABLE WITHIN THE  
**DIGITAL MARKETING INDUSTRY**



NEW ZEALAND INSTITUTE OF EDUCATION

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## About This Ebook.

Digital Marketing is becoming a more fast-paced, competitive, and complex industry.

With ever-changing trends and ever-changing consumers, it can become quite challenging to keep up with the different Digital Marketing roles that are out there in the workforce and the varying skills and expertise required for each position.

In this eBook, you will develop a greater understanding of Digital Marketing and the various tactics it encompasses. You will also learn about the different Digital Marketing roles within the industry and the essential skills and responsibilities needed for each specific job, as well as their earning potential.

This eBook also provides you with information as to what type of experience and qualifications are required to become a Digital Marketer, how you can start your exciting career in Digital Marketing, and so much more!

# THINKING OF PURSUING A CAREER IN DIGITAL MARKETING BUT NOT SURE OF THE TYPE OF JOBS THERE ARE WITHIN THE DIGITAL MARKETING INDUSTRY?

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Whether you're a Digital Marketing Graduate or you're looking to get into the Digital Marketing Industry, there are countless Digital Marketing jobs out there for you.

Meaning trying to decide which Digital Marketing field to specialise in or trying to determine what role may be right for you can be quite **tough**.

When deciding on any job or position, it's **vital** to consider all possibilities - the advantages, the disadvantages, and the availability of the position.

Though those who specialise in Digital Marketing are in luck, as not only is Digital Marketing **massively profitable**, but there is also currently a **high demand** for skilled digital marketers in the workforce.

The Robert Half 2020 Salary Guide stated that the **strong digital skills**, (as stated below) are the most **in-demand** technical skills for Digital Marketing Specialists.

- Proficiency with Content Creation
- Search Engine Optimisation (SEO)
- Pay Per Click (PPC) Strategy and Implementation
- Customer Relationship Management (CRM)
- Account/Campaign Management
- Strong Analytical Skills for Sophisticated Data Interpretation

These skills indicate Digital Marketers have **plenty of options** to decide which roles and field(s) they would like to be and specialise in.

Hence, it would help if you took your time in choosing a position that you'll succeed in, ensuring you look over job salaries, the skills needed for the specific job, and your **expected responsibilities** in the position.



# WHAT IS DIGITAL MARKETING?

FOR THOSE OF YOU THINKING...

**"Well, this all sounds great, but I'm still not entirely sure what Digital Marketing is?"**

Well, let's take a step back and quickly summarise what it is.

Mainly, Digital Marketing includes all marketing efforts that use an electronic device or the internet. Businesses, whether they are small or large, leverage the use of digital channels such as social media, email, search engines (like Google), and other websites to connect with current and potential customers.

# DIGITAL MARKETING TACTICS

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## THERE ARE MANY DIFFERENT TYPES OF DIGITAL MARKETING TACTICS:

### SEARCH ENGINE OPTIMISATION (SEO)

Marketers optimise websites either via (On-Page Seo, Off-Page SEO, and or Technical SEO) to rank higher in search engine results pages. Why? So, a company's website receives a high number of organic (free) traffic and for the company's audience to be able to find their website easily.

### SOCIAL MEDIA MARKETING

Marketers use social media channels such as Facebook, LinkedIn, and Instagram to advertise their product and or service, increase brand awareness, drive traffic, and generate leads/sales.

### CONTENT MARKETING AND DIGITAL DESIGN

Marketers design, create and promote content assets (blog posts, social media posts, eBooks, infographics) to increase brand awareness, traffic growth, lead generation, and customers.

### PAY PER CLICK (PPC) ADVERTISING

Marketers can gain quick exposure and website traffic from their audience by paying a publisher every time someone has clicked on their ad. Common types of PPC Advertising include Google Ads, Paid Ads on Facebook, and Sponsored Messages on LinkedIn.

# DIGITAL MARKETING TACTICS CONTINUED

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## EMAIL MARKETING

Marketers utilise email marketing to communicate with their customers and prospective customers. They leverage emails as a way to promote content, discounts, events, products, services, supply information, and increase website traffic.

## MOBILE MARKETING

Marketers use various marketing channels such as email, social media, SMS, and apps to reach and connect with an audience through a mobile device and generate leads through these channels.

## WEBSITES AND E-COMMERCE

Marketers design and build user-friendly and responsive landing pages and websites with e-commerce functionalities and leverage social media, digital content, search engines, and email campaigns to entice visitors and enable online purchases.

## DATA ANALYSIS AND REPORTING

Marketers utilise digital analytics tools such as Google Analytics to analyse and examine the various online channels their customers might interact with. They also detect new revenue opportunities from previous/current campaigns.





# Interested in Learning Digital Marketing?

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**New Zealand Institute of Education (NZIE)** provides an excellent and comprehensive NZQA Qualified Level 7 **Digital Marketing Diploma** that encompasses all the various Digital Marketing components.

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# CRITICAL TRAITS OF A SUCCESSFUL DIGITAL MARKETER

While many individuals associate marketing professionals with a creative and innovative mindset, there are several other characteristics that make a successful Digital Marketer.

Some of these critical traits that a successful Digital Marketer embodies are:

## FLEXIBILITY

The Digital Marketing Space is ever-evolving; hence, the **best** Digital Marketers can adapt to changing environments, situations, algorithms, and software.

## HELPING OTHERS

Digital Marketers **must** have a passion for helping others to succeed, as Marketing is fundamentally about supporting and assisting businesses to increase their scope and profits.

## RELIABILITY

You must be able to follow through and **hit your goals** on social media or when creating successful digital marketing strategies. If meeting your targets and completing your work on time is something that you **enjoy**, then a career in Digital Marketing will be suitable for you.

## ANALYTICAL & CALCULATED THINKING

Do you possess the **ability** to come to conclusions through a strategic thought-out process? Digital Marketing is fundamentally about forming a strategy that will yield calculated results. So, if you're **capable** of working with large amounts of data and creating a well-thought-out process that will help you provide the results you, your team, and your clients want to see. Then you would make a **great** Digital Marketer.

## AN ENTREPRENEURIAL SPIRIT

Taking charge of your future is one of the most **vital** skills a Digital Marketer could possess. Since a Digital Marketing career consists of adapting to new situations and new digital landscapes, Digital Marketers have to **frequently** teach themselves new skills/new software and refurbish digital marketing strategies when problems appear.



A large, stylized orange opening quotation mark.

AN ESSENTIAL  
ASPECT OF  
CREATIVITY IS  
NOT BEING  
AFRAID TO FAIL.

*EDWIN LAND*

A large, stylized orange closing quotation mark.





## QUALIFICATIONS AND EXPERIENCE NEEDED TO BECOME A DIGITAL MARKETER

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Like several marketing roles, Digital Marketers in New Zealand will often have a **tertiary qualification**, such as a degree/conjoint degree or diploma in marketing, advertising, media studies, communications, copywriting graphic design, or psychology.

Some may also have qualifications in **IT**, specifically website development and design and or user experience (UX)/user interface (UI).

For advertising and creative roles (such as graphic design, copywriting, digital marketing), some employers will require a **portfolio of work** or proven marketing/advertising experience.

You can attain a **Digital Marketing Diploma** with a comprehensive portfolio from the New Zealand Institute of Education (NZIE). Click [here](#) to check the entry requirements.





## QUALIFICATIONS AND EXPERIENCE CONTINUED

As mentioned previously, with the digital landscape continually evolving, Digital Marketers need to **continuously** upskill and stay up-to-date with the latest trends and software.

Therefore, institutions like the **New Zealand Institute of Education (NZIE)** offer various current and certified Digital Marketing short courses (both online and offline) that marketing professionals can always look to gain as they advance with their careers. Each short course is **adapted** and **tailored** to delve deeper into a specific Digital Marketing specialisation such as copywriting or social media marketing.

The level of experience needed to become a Digital Marketer depends on the type of Digital Marketing role you'll be applying for. For instance, a Junior Digital Marketing Role would be suitable for a **graduate** who has been proactive while studying. The graduate should ideally have had a bit of live practical work experience, such as an **internship**, and has some good quality case studies they can talk about and share with their potential employer.

## QUALIFICATIONS AND EXPERIENCE CONTINUED

Internships provide a **golden opportunity** for students to test themselves and figure out their real passions within the different digital marketing fields.

New Zealand Institute of Education (NZIE) provides its students with the opportunity to explore real-world digital marketing case studies and gain **internships** while studying the Digital Marketing Diploma.

Not only does this add some **valuable work experience** to their resume and a chance to expand their portfolio, but it also **increases** their employability rate after completing their studies.

Leslie Gunnion, an NZIE Digital Marketing Graduate, started as an intern for a company called ENROLMY and is now working as a full-time Marketing Administrator for them. Click **here** to read more about his success story!

An **Intermediate Digital Marketing** role would be for someone with 1.5 to 3 years of relevant experience and can hold their own in the position, with senior guidance.

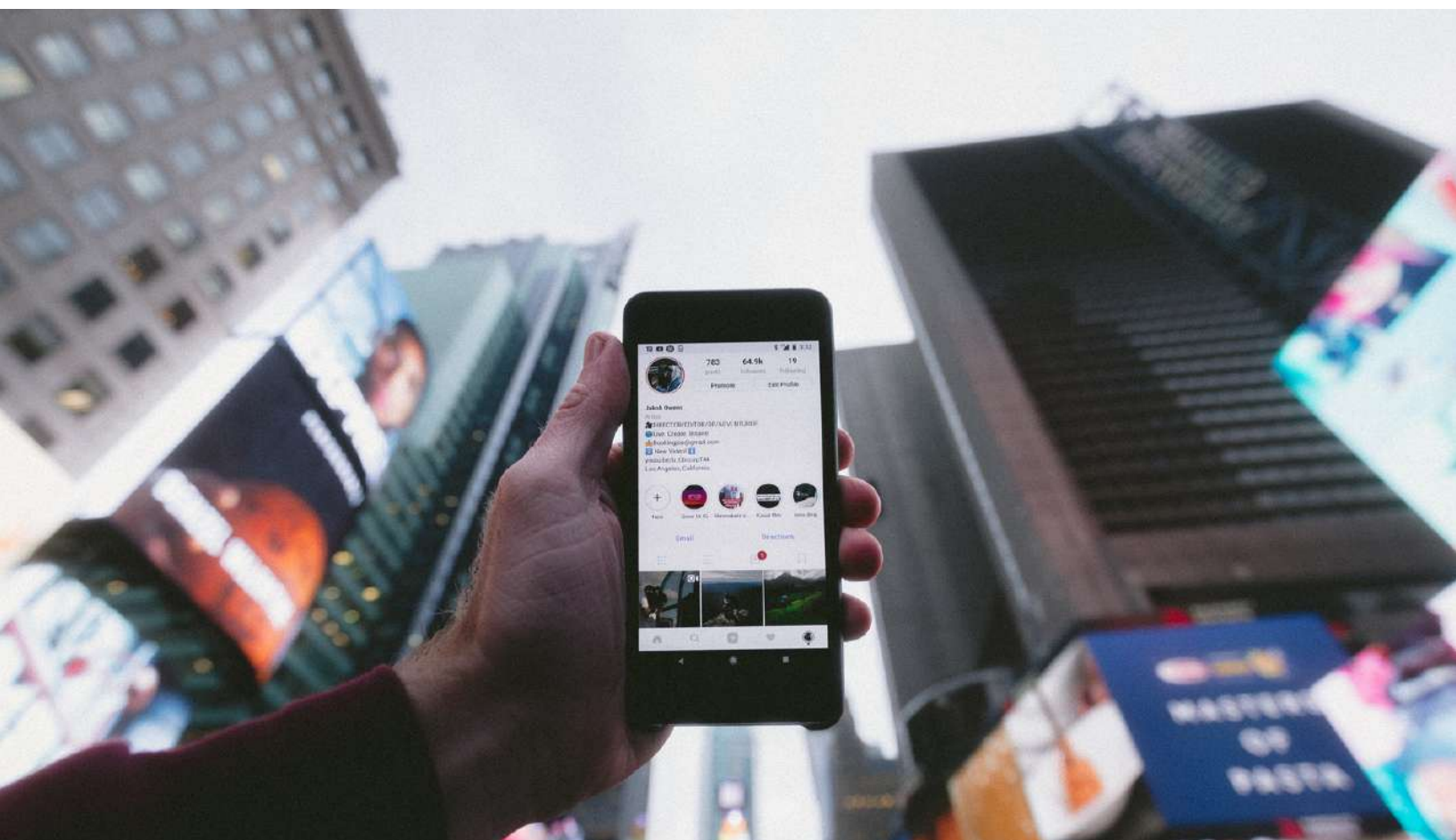
A **Senior Digital Marketing** role would be for someone with 4 to 5+ years of experience; they will generally be mentoring and guiding a team with the expertise and knowledge they have gained.

“The only  
source of  
knowledge is  
experience.

ALBERT EINSTEIN

”





# COMMON DIGITAL MARKETING ROLES

The following are a list of some common Digital Marketing Entry-Level, Intermediate-Level, and Senior-Level Roles you could possibly get into:

**\*Please Note:** Salary Information is tailored specifically for the New Zealand audience and is gathered from The Digital Store New Zealand Salary Survey 2021 and The Digital Store New Zealand Salary Survey 2022.

## Digital Marketing Entry-Level Roles:

DIGITAL MARKETING  
COORDINATOR / DIGITAL  
MARKETING SPECIALIST

### Earning Potential:

- Lowest Salary: \$45,000
- Highest Salary: \$65,000
- Average Salary: \$60,000
- Average Hourly Rate: \$45.00 – \$60.00 per hour

## KEY SKILLS:

- All Rounder: Have Basic -To-Intermediate Expertise in All Tactics Associated with Digital Marketing
- Influential Skills
- Data Analysis / Data-Decision Making Skills
- Effective Communication - Verbal and Written
- Meet Deadlines and Targets
- Business Acumen
- Leadership
- Research Skills
- Technologically Savvy
- Basic Digital Design Skills
- Project Management Skills

“Marketing is no longer about the stuff you make, but about the stories, you tell.

- SETH GODIN



# RESPONSIBILITIES

**Digital Marketers are in charge of driving brand awareness and lead generation through all the digital channels (both free and paid) – that are at a company's disposal.**

**Digital channels** include social media, email, company's website, search engine rankings, display advertising, company's blog, etc.

The digital marketer also focuses on various **key performance indicators (KPI)** for each channel to accurately measure and identify the company's performance across each one.

Digital Marketers also perform competitive analysis, monitor industry trends, research new opportunities, and utilise data to provide a strategic recommendation that **supports business growth.**

Digital marketing is carried out across **many** marketing roles today. For small companies, one generalist might own many of the digital marketing tactics, as mentioned above, at the same time.

For larger companies, these tactics have **multiple** specialists that each focus on just one or two of the brand's digital channels.



# DIGITAL MARKETING INTERMEDIATE AND SENIOR ROLES:

1

## BRAND MANAGER - INTERMEDIATE

Lowest Salary: \$70,000 | Highest Salary: \$120,000  
Average Salary: \$110,000 | Avg Hourly Rate: \$65 - \$85



2

## DIGITAL MARKETING MANAGER

Lowest Salary: \$65,000 | Highest Salary: \$120,000  
Average Salary: \$90,000 | Average Hourly Rate: \$60- \$70



3

## BRAND MANAGER - SENIOR

Lowest Salary: \$80,000 | Highest Salary: \$120,000  
Average Salary: \$110,000 | Average Hourly Rate: \$65 - \$85



4

## MARKETING MANAGER

Lowest Salary: \$120,000 | Highest Salary: \$180,000 Average  
Salary: \$150,000 | Average Hourly Rate: \$120 - \$150



5

## DIGITAL STRATEGIST - SENIOR

Lowest Salary: \$110,000 | Highest Salary: \$200,000 Average  
Salary: \$140,000 | Average Hourly Rate: \$80 - \$140



6

## MARKETING DIRECTOR

Lowest Salary: \$130,000 | Highest Salary: \$180,000  
Average Salary: \$150,000 | Average Hourly Rate: \$120 - 150



7

## HEAD OF MARKETING

Lowest Salary: \$140,000 | Highest Salary: \$240,000  
Average Salary: \$180,000 | Average Hourly Rate: \$140 - \$180







# CONTENT MARKETING ENTRY-LEVEL ROLES

The following are a list of some common Content Marketing Entry-Level, Intermediate-Level, and Senior-Level Roles you could possibly get into:

**\*Please Note:** Salary Information is tailored specifically for the New Zealand audience and is gathered from The Digital Store New Zealand Salary Survey 2021 and The Digital Store New Zealand Salary Survey 2022.

## Content Marketing Entry-Level Roles:

CONTENT MARKETING  
COORDINATOR / CONTENT  
MARKETING SPECIALIST /  
CONTENT/SOCIAL WRITER

### Earning Potential:

- Lowest Salary: \$55,000
- Highest Salary: \$120,000
- Average Salary: \$85,000
- Average Hourly Rate: \$65.00 – \$100.00 per hour

## KEY SKILLS:

- Research Skills
- Creative Brainstorming Skills
- Effective Communication - Verbal and Written
- Email Marketing Skills
- Basic Digital Design Skills
- Project Management Skills
- Basic Web Design & Development Knowledge
- Storytelling Skills
- Teamwork
- Perseverance
- Copywriting and Editing Skills
- General Understanding of Search Engine Optimisation (SEO) Tactics
- Meet Deadlines and Targets
- Proficiency with Content Creation and Management Tools





These professionals regularly work with **other departments** to ensure the products and campaigns the organisation launches are supported by **engaging** promotional content on each digital channel.

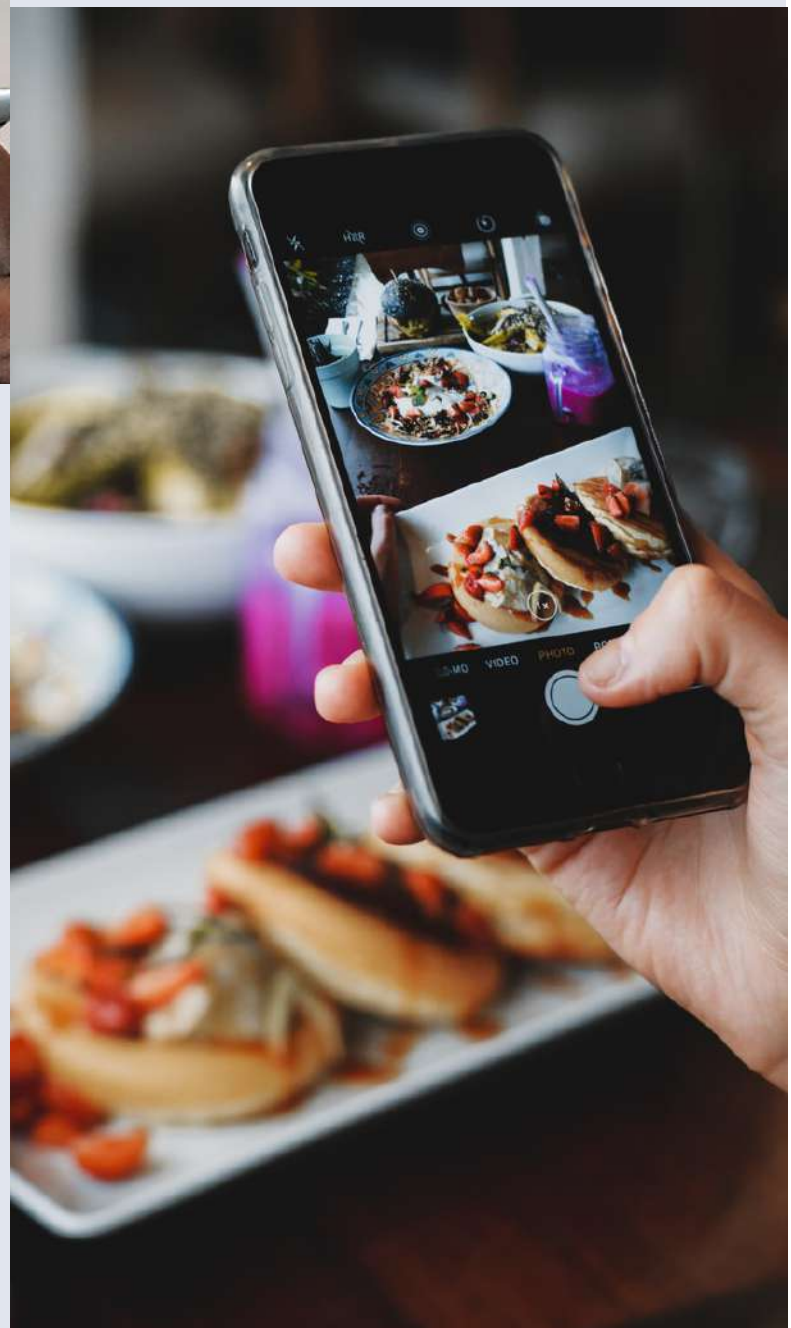
## RESPONSIBILITIES

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### **Content Marketers are digital content creators.**

They develop content for landing pages, product pages, blog pages, website pages, eBooks, audio/videos, newsletters, social media campaigns, etc.

They **continuously** keep track of the company's blogging and content calendar and think of content strategies that include video as well.



# CONTENT MARKETING INTERMEDIATE AND SENIOR ROLES:

## 1

### CONTENT MANAGER

Lowest Salary: \$60,000 | Highest Salary: \$120,000

Average Salary: \$85,000 | Average Hourly Rate: \$65- \$90



## 2

### CONTENT / SOCIAL STRATEGIST

Lowest Salary: \$70,000 | Highest Salary: \$120,000

Average Salary: \$90,000 | Average Hourly Rate: \$65- \$100

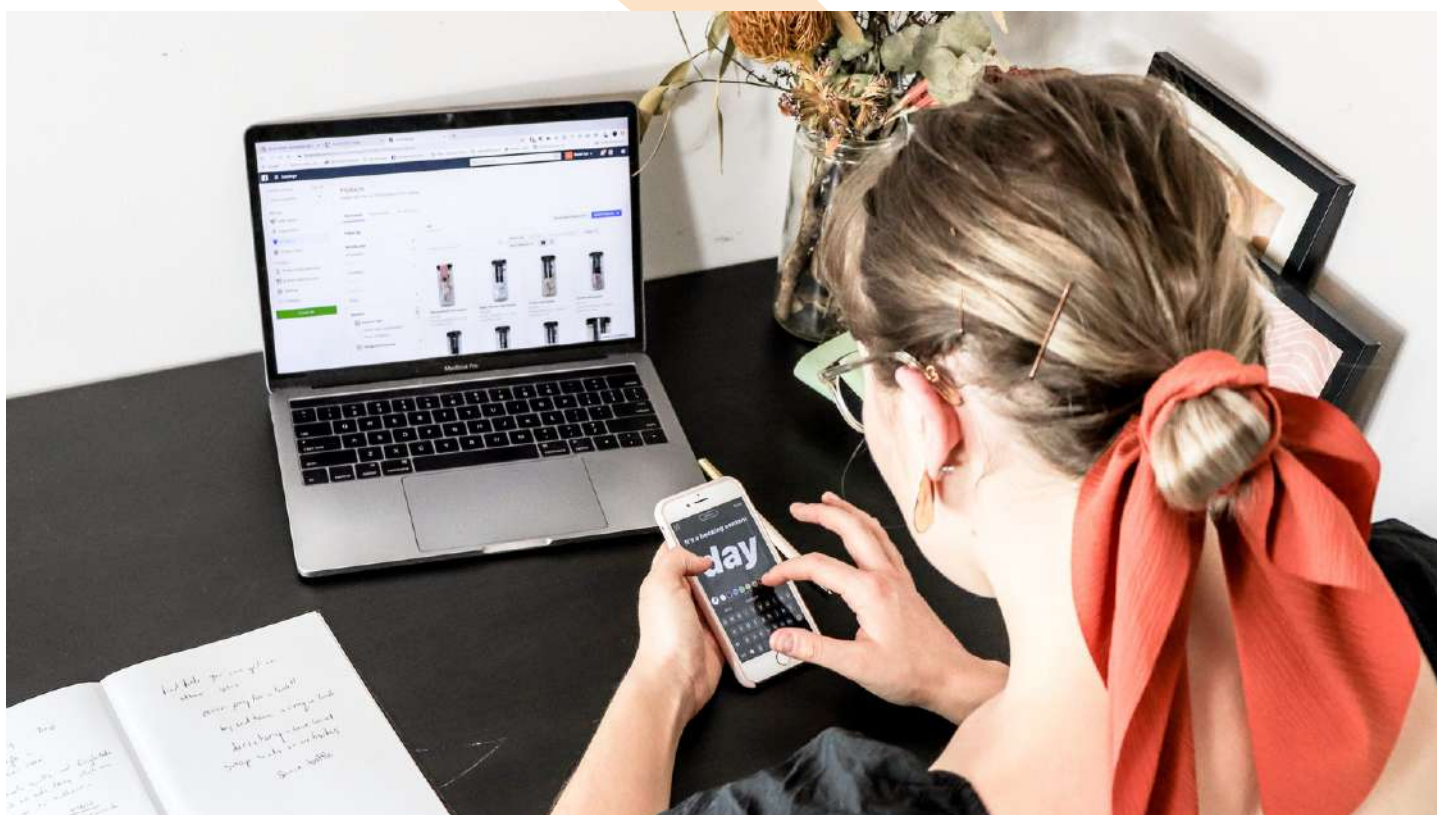


## 3

### CONTENT / SOCIAL WRITER

Lowest Salary: \$55,000 | Highest Salary: \$120,000

Average Salary: \$85,000 | Average Hourly Rate: \$60 - \$100





MARKETING IS  
TELLING THE  
WORLD YOU'RE A  
ROCK STAR.  
CONTENT  
MARKETING IS  
SHOWING THE  
WORLD YOU ARE  
ONE

*ROBERT ROSE*



# COPYWRITING ENTRY-LEVEL ROLES

The following are a list of some common Copywriting Entry-Level, Intermediate-Level, and Senior-Level Roles you could possibly get into:

## Copywriting Entry-Level Roles:

### COPYWRITER

#### Earning Potential:

- Lowest Salary: \$45,000
- Highest Salary: \$100,000
- Average Salary: \$80,000
- Average Hourly Rate: \$45.00 – \$120+ per hour

#### Disclaimer:

The NZIE Digital Marketing Diploma L7 provides a great stepping-stone into the Copywriting and Communications Industry.

However, the Diploma only delivers the basics of Copywriting. Additional studies and qualifications are required to become a professional Copywriter.

## KEY SKILLS:

- Effective Researcher
- Strong Interviewer
- Knowledgeable and Informed About the Intended Audience
- Eager and Willingness to Learn
- Efficient and Capable of Meeting Deadlines
- Persuasive
- Engaging
- Creative and Innovative Thinking
- SEO and Keyword Optimisation Expertise
- Understanding of Sales
- Welcomes Feedback and Criticism

**\*Please Note:** Salary Information is tailored specifically for the New Zealand audience and is gathered from The Digital Store New Zealand Salary Survey 2021 and The Digital Store New Zealand Salary Survey 2022.







**Copywriters** try to get people to feel, think, respond, or to learn more information about a particular product, service, brand, campaign, etc.

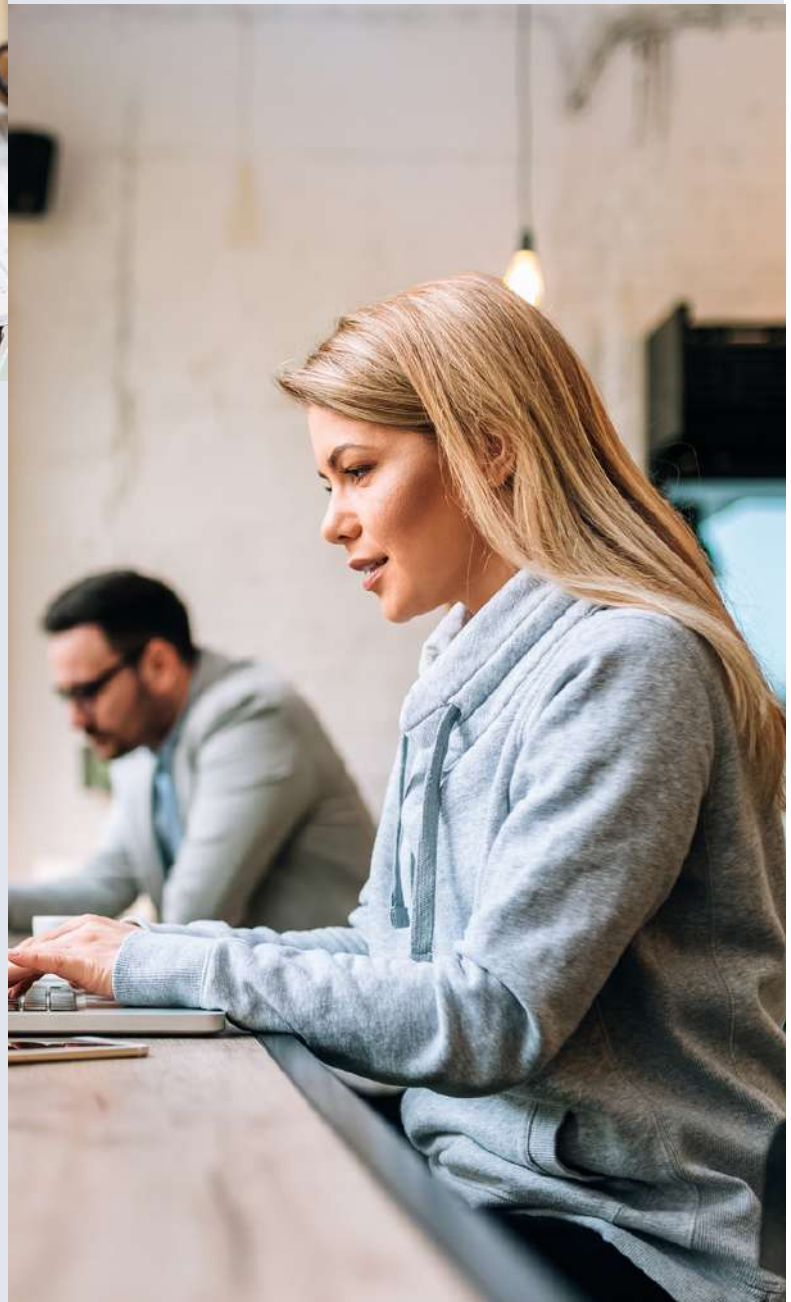
They also regularly read publications and are always aware of the **latest industry trends**.

## RESPONSIBILITIES

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**Copywriting can be considered a subset of Content Marketing.**

Copywriters **focus** on writing sales promotions and other marketing material (either written or spoken) for products, services, websites, blog pages, landing pages, emails, social media campaigns, etc.



# COPYWRITING INTERMEDIATE AND SENIOR ROLES:

## 1

### COPYWRITER - INTERMEDIATE

Lowest Salary: \$65,000 | Highest Salary: \$80,000

Average Salary: \$75,000 | Average Hourly Rate: \$60- \$95

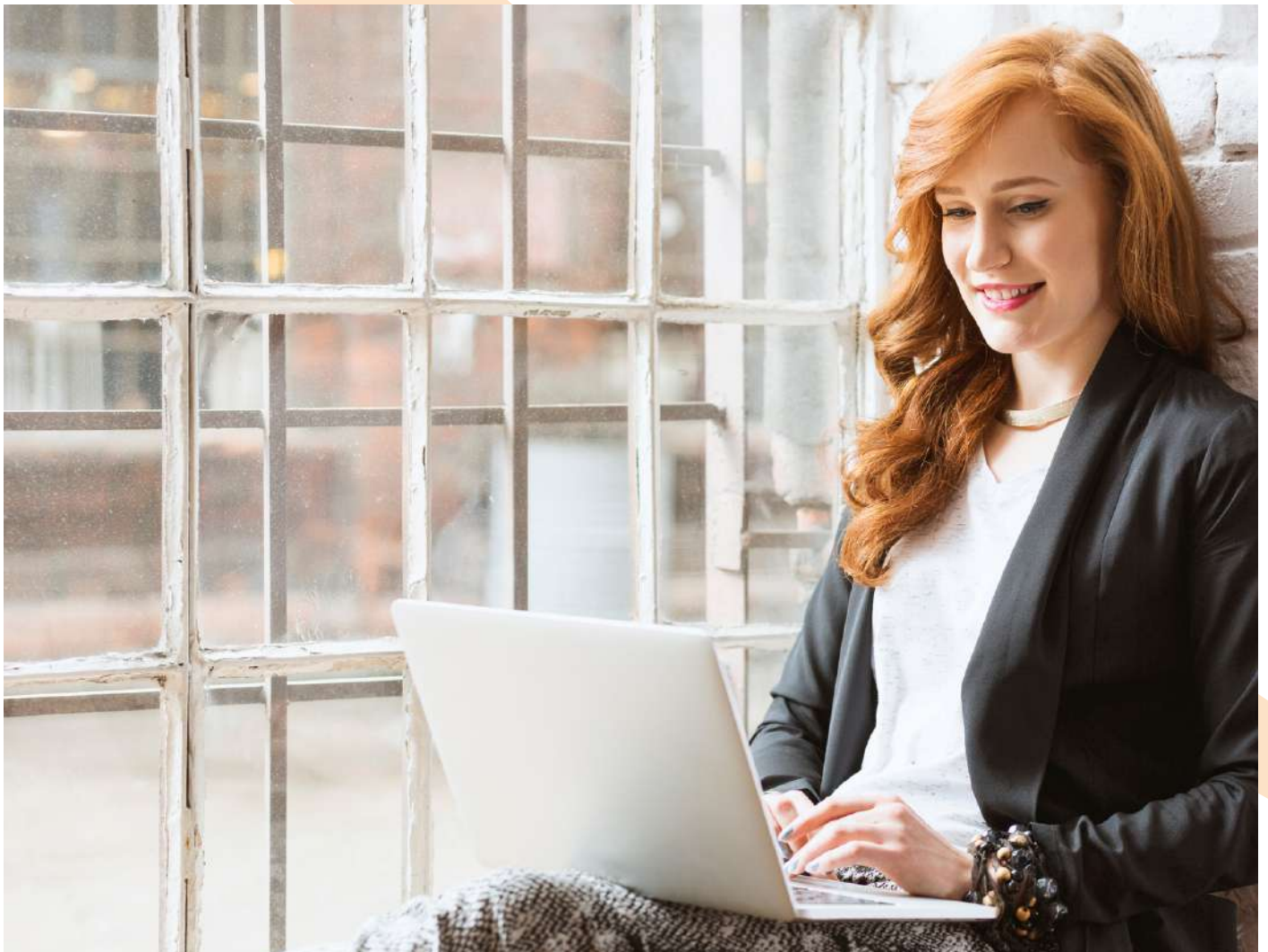



## 2

### COPYWRITER - SENIOR

Lowest Salary: \$100,000 | Highest Salary: \$160,000

Avg Salary: \$120,000 | Avg Hourly Rate: \$100- \$120+





“THE KEY IS, NO  
MATTER WHAT  
STORY YOU  
TELL, MAKE  
YOUR BUYER  
THE HERO

*CHRIS BROGAN*

”



# DIGITAL DESIGN ENTRY-LEVEL ROLES

The following are a list of some common Digital Design Entry-Level, Intermediate-Level, and Senior-Level Roles you could possibly get into:

**\*Please Note:** Salary Information is tailored specifically for the New Zealand audience and is gathered from The Digital Store New Zealand Salary Survey 2021 and The Digital Store New Zealand Salary Survey 2022

## Digital Design Entry-Level Roles:

DIGITAL DESIGNER /  
GRAPHIC DESIGNER /  
JUNIOR DESIGNER

### Earning Potential:

- Lowest Salary: \$45,000
- Highest Salary: \$55,000
- Average Salary: \$45,000
- Average Hourly Rate:  
\$40.00 – \$55.00 per hour

## KEY SKILLS:

- Proficient in Adobe Products
- Proficient with Web Development Tools and Languages
- Knowledge of Design Elements, Typography, and Branding
- Communication - Verbal and Written
- Comprehensive Portfolio of Work - Experience Creating Visual Art for Marketing Purposes
- Creativity
- Problem Solving
- Technologically Savvy
- Time Management
- Initiative
- Strategic Thinking
- Teamwork

# RESPONSIBILITIES

**Digital or Graphic Design can also be considered a subset of Content Marketing where Digital/Graphic Designers focus more on the appeal of web, print, and sometimes video content.**

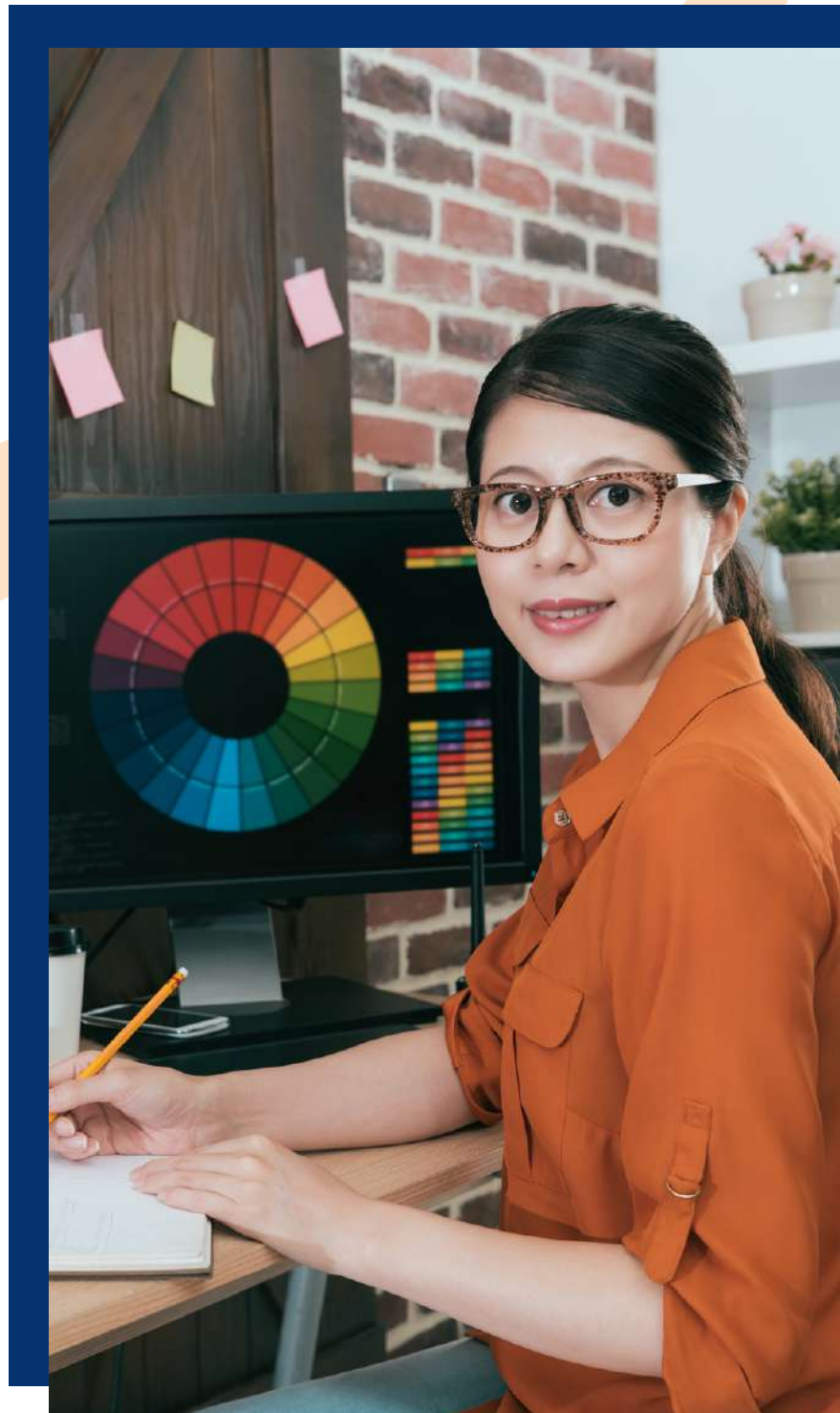
Digital/Graphic Designers typically work on website and landing page designs, designs for advertisements, social media emails, banners, presentations, reports, and any graphics for images used in **marketing or promotions**.

The **responsibilities** of Digital/Graphic Designers include creating any visuals used in marketing/advertising materials or campaigns, both print and digital.

Some Digital/Graphic Designers work on corporate identity and establish how a company will visually communicate its **overall message and brand**.

Digital/Graphic Designers are also responsible for creating **intuitive experiences** for brands across a range of consumer touchpoints

and **collaborate** with cross-functional teams to understand business objectives/issues and provide creative solutions.



# DIGITAL DESIGN INTERMEDIATE AND SENIOR ROLES:

# 1

## DIGITAL DESIGNER - INTERMEDIATE

Lowest Salary: \$60,000 Highest Salary: \$80,000

Avg Salary: \$70,000 | Average Hourly Rate: \$55 - \$75



# 2

## DIGITAL DESIGNER - SENIOR

Lowest Salary: \$80,000 | Highest Salary: \$120,000

Avg Salary: \$100,000 | Average Hourly Rate: \$75- \$110







“DIGITAL  
DESIGN IS LIKE  
PAINTING  
EXCEPT THE  
PAINT NEVER  
DRIES

*NEVILLE BRODY*

”

# SOCIAL MEDIA ENTRY-LEVEL ROLES

The following are a list of some common Social Media Entry-Level, Intermediate-Level, and Senior-Level Roles you could possibly get into:

**\*Please Note:** Salary Information is tailored specifically for the New Zealand audience and is gathered from The Digital Store New Zealand Salary Survey 2021 and The Digital Store New Zealand Salary Survey 2022

## Social Media Entry-Level Roles:

**SOCIAL MEDIA MARKETING  
COORDINATOR / SOCIAL  
MEDIA MARKETING SPECIALIST  
/ CONTENT / SOCIAL WRITER**

### Earning Potential:

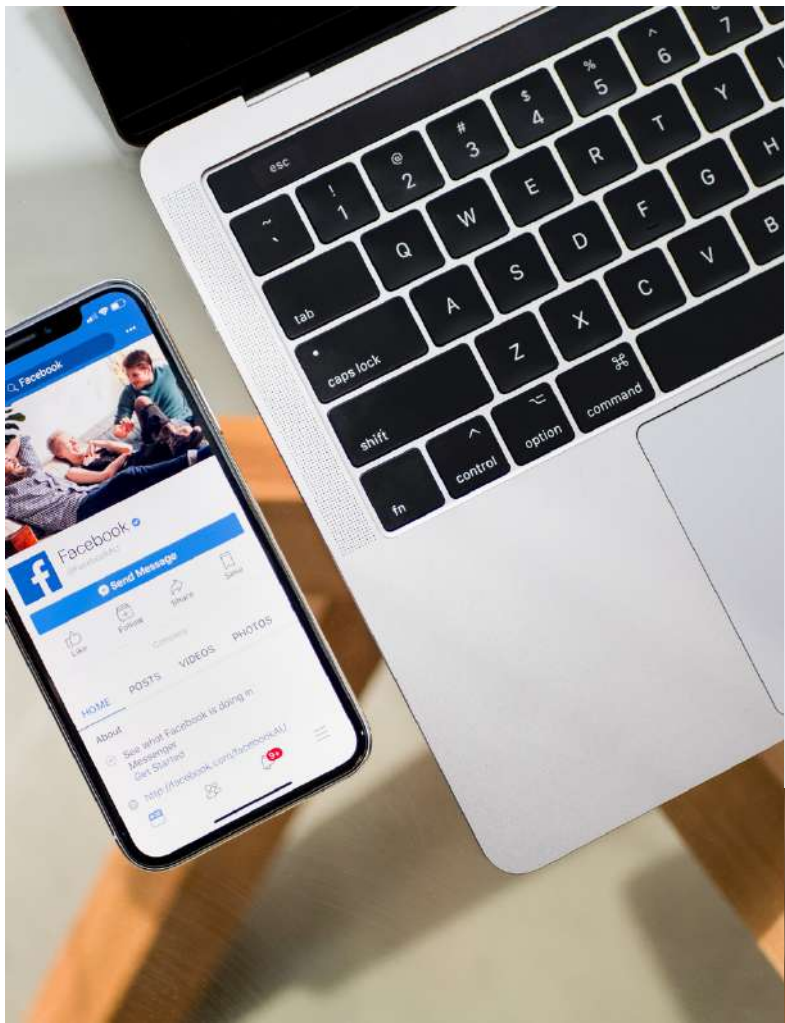
- Lowest Salary: \$60,000
- Highest Salary: \$100,000
- Average Salary: \$85,000
- Average Hourly Rate:  
\$50 - \$75 per hour

## KEY SKILLS:

- Social Media Marketing Skills
- Communication - Verbal and Written
- Creativity and Strategic Thinking
- Efficiency and Organisational Skills
- Customer Care and Relationship Building Skills
- Agility
- Analytical Skills
- Copywriting and Digital Design Skills
- Project Management
- Leadership

“Social media is about the people! Not about your business. Provide for the people and the people will provide for you.

– MATT GOULART



for which type of content to post on **which** social media platform.

They also **monitor** online conversations, organise customer service through social media, create content for social channels, and stay **up-to-date** on social media trends and news.

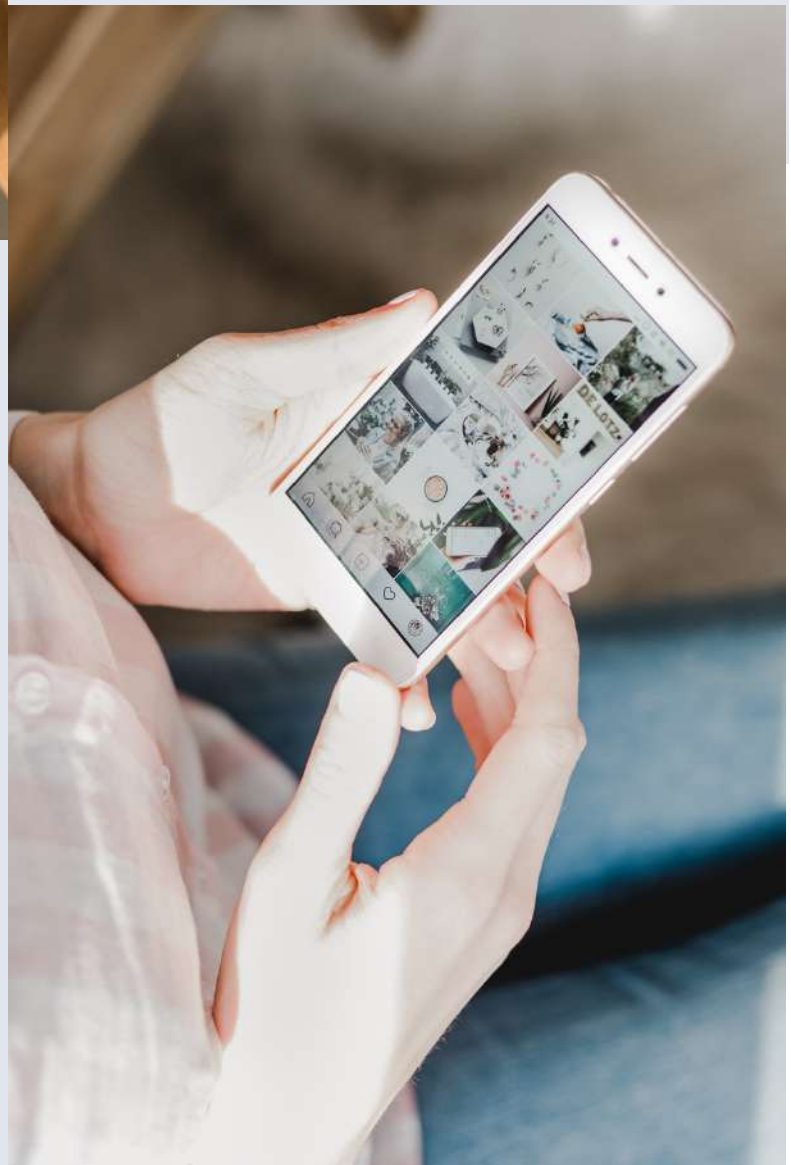
## RESPONSIBILITIES

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**Social Media Marketers manage and monitor the social media networks of an organisation.**

They establish a posting schedule for the business's written and visual content and ensure they maintain a **consistent** brand voice and tone.

Social Media Marketers also work **alongside** the Content Marketer to develop and implement a strategy.



# SOCIAL MEDIA INTERMEDIATE AND SENIOR ROLES:

1

## SOCIAL MEDIA MANAGER

Lowest Salary: \$60,000 | Highest Salary: \$100,000  
Average Salary: \$85,000 | Average Hourly Rate: \$50 - \$75



2

## CAMPAIGN MANAGER

Lowest Salary: \$55,000 | Highest Salary: \$85,000  
Average Salary: \$70,000 | Average Hourly Rate: \$50-\$65



3

## CONTENT MANAGER

Lowest Salary: \$60,000 | Highest Salary: \$120,000  
Average Salary: \$85,000 | Average Hourly Rate: \$65-\$90



4

## CONTENT / SOCIAL STRATEGIST

Lowest Salary: \$70,000 | Highest Salary: \$120,000  
Average Salary: \$90,000 | Average Hourly Rate: \$65-\$100



5

## CONTENT PRODUCER

Lowest Salary: \$70,000 | Highest Salary: \$120,000  
Average Salary: \$90,000 | Average Hourly Rate: \$65 - \$100



6

## E-COMMERCE MANAGER

Lowest Salary: \$70,000 | Highest Salary: \$140,000  
Average Salary: \$110,000 | Average Hourly Rate: \$75 - 90



7

## DIGITAL STRATEGIST- SENIOR

Lowest Salary: \$110,000 | Highest Salary: \$200,000  
Average Salary: \$150,000 | Average Hourly Rate: \$100 - \$140







# EMAIL MARKETING INTERMEDIATE/ SENIOR LEVEL ROLES

The following are a list of some common Email Marketing Intermediate-Level and Senior-Level Roles you could possibly get into:

**\*Please Note:** Salary Information is tailored specifically for the New Zealand audience and is gathered from The Digital Store New Zealand Salary Survey 2021 and The Digital Store New Zealand Salary Survey 2022

## Email Marketing Intermediate / Senior Roles:

### EMAIL MARKETING SPECIALIST / EMAIL MARKETING MANAGER

#### Earning Potential:

- Lowest Salary: \$60,000
- Highest Salary: \$100,000
- Average Salary: \$80,000
- Average Hourly Rate: \$65.00 – \$75.00 per hour

## KEY SKILLS:

- Email Marketing Skills
- Communication - Verbal and Written
- Creativity and Strategic Thinking
- Customer Care and Relationship Building Skills
- Digital Design and HTML Skills
- Innovative Thinking
- Persuasive and Engaging
- Efficient and Organised
- Social Media Expertise and Integration Skills
- Strong Attention to Detail
- Analytical and Interpretation Skills

#### Disclaimer:

\*To specialise in Email Marketing, you need to be at an Intermediate/Advanced Level.







Email Marketing Specialists also **develop** strategies and analyse data for increasing brand awareness, customer loyalty, and conversions through proven email best practices.

They help **establish** the brand's voice and culture, as well as help cultivate and maintain strong relationships between brands and customers.

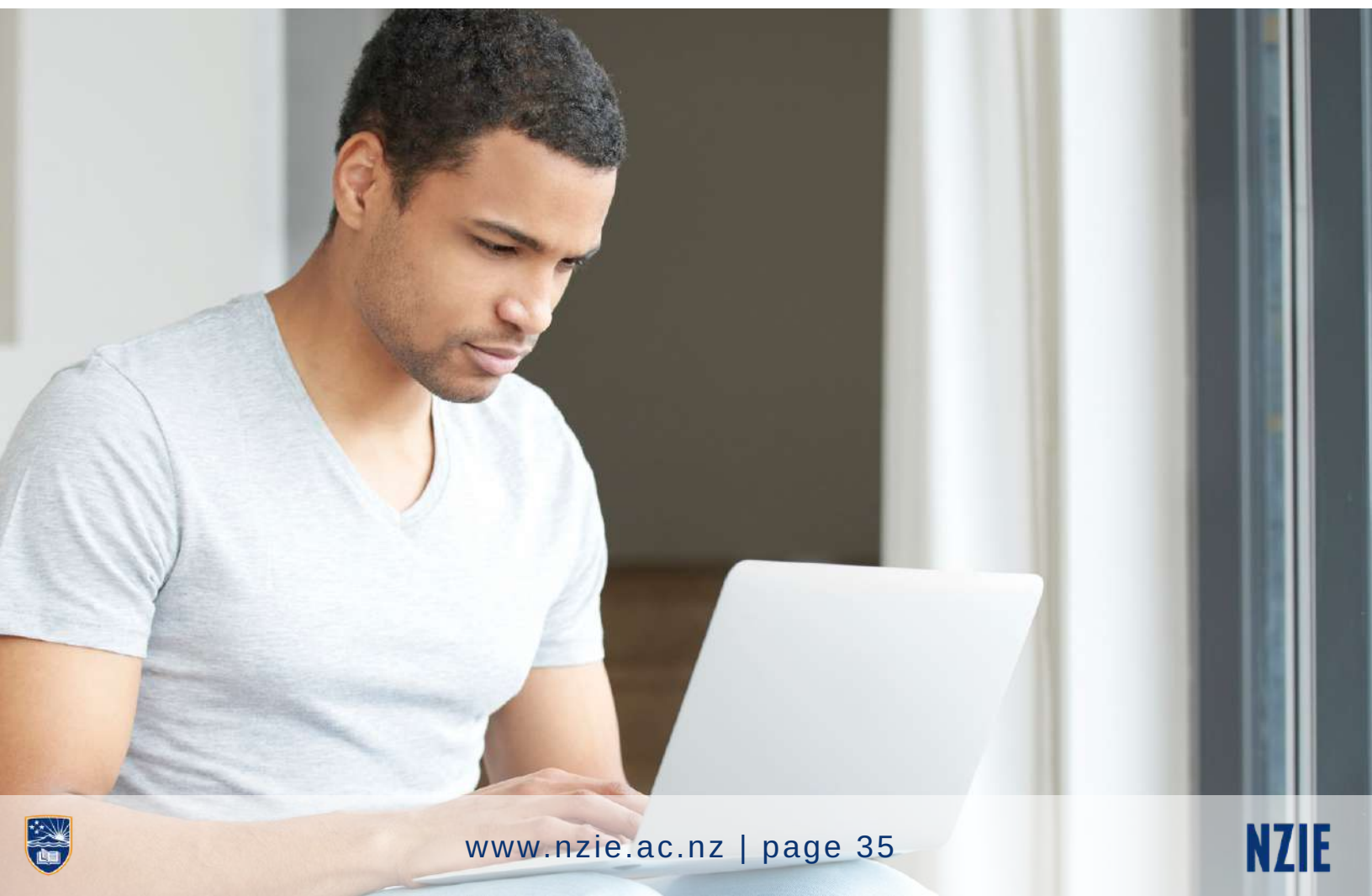
## RESPONSIBILITIES

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Email Marketing Specialists focus on creating and segmenting email lists, designing emails, and writing content.

They also **nurture** company leads and **drive** sales using excellent written communication and appealing imagery.







# SEO / SEM INTERMEDIATE / SENIOR LEVEL ROLES

The following are a list of some common Search Engine Optimisation (SEO) / Search Engine Marketing (SEM) Intermediate-Level and Senior-Level Roles you could possibly get into:

## SEO / SEM - INTERMEDIATE

### Earning Potential:

- Lowest Salary: \$50,000
- Highest Salary: \$80,000
- Average Salary: \$65,000
- Average Hourly Rate: \$45.00 – \$55.00 per hour

## SEO / SEM - SENIOR

### Earning Potential:

- Lowest Salary: \$70,000
- Highest Salary: \$130,000
- Average Salary: \$90,000
- Average Hourly Rate: \$65.00 – \$90.00 per hour

### **Disclaimer:**

\*To specialise in Search Engine Optimisation (SEO) / Search Engine Marketing (SEM), you need to be at an Intermediate/Advanced Level.

## KEY SKILLS:

- SEO and SEM Expertise and Knowledge
- Reliable Interpretation and Analytical Skills
- Communication - Verbal and Written
- Can Manage and Allocate Marketing Budget
- Comprehend and Apply Website and Search Analytics
- Proficiency in Google Ads and Google Analytics
- Knowledge of Search Engine Trends and News
- Critical Thinking Skills
- Research Skills
- Flexibility
- Web Coding Skills
- Decision-Making Skills

**\*Please Note:** Salary Information is tailored; specifically for the New Zealand audience and is; gathered from The Digital Store New Zealand Salary Survey 2021 and The Digital Store New Zealand; Salary Survey 2022.





On the other hand, SEM Specialists leverage search engines like Google and Bing to increase website visits, conversions, and revenue through paid advertisements.

## RESPONSIBILITIES

SEO Specialists focus on improving the ranking of a website on search engine results pages (SERP).

This is by:

- Undertaking keyword research
- Making technical SEO recommendations
- Designing the site architecture
- Analysing and applying metrics on website and keyword performance.





“GOOGLE ONLY  
LOVES YOU  
WHEN EVERYONE  
ELSE LOVES YOU  
FIRST

- *WENDY PERSALL*

”





## VARIOUS WORKING OPTIONS

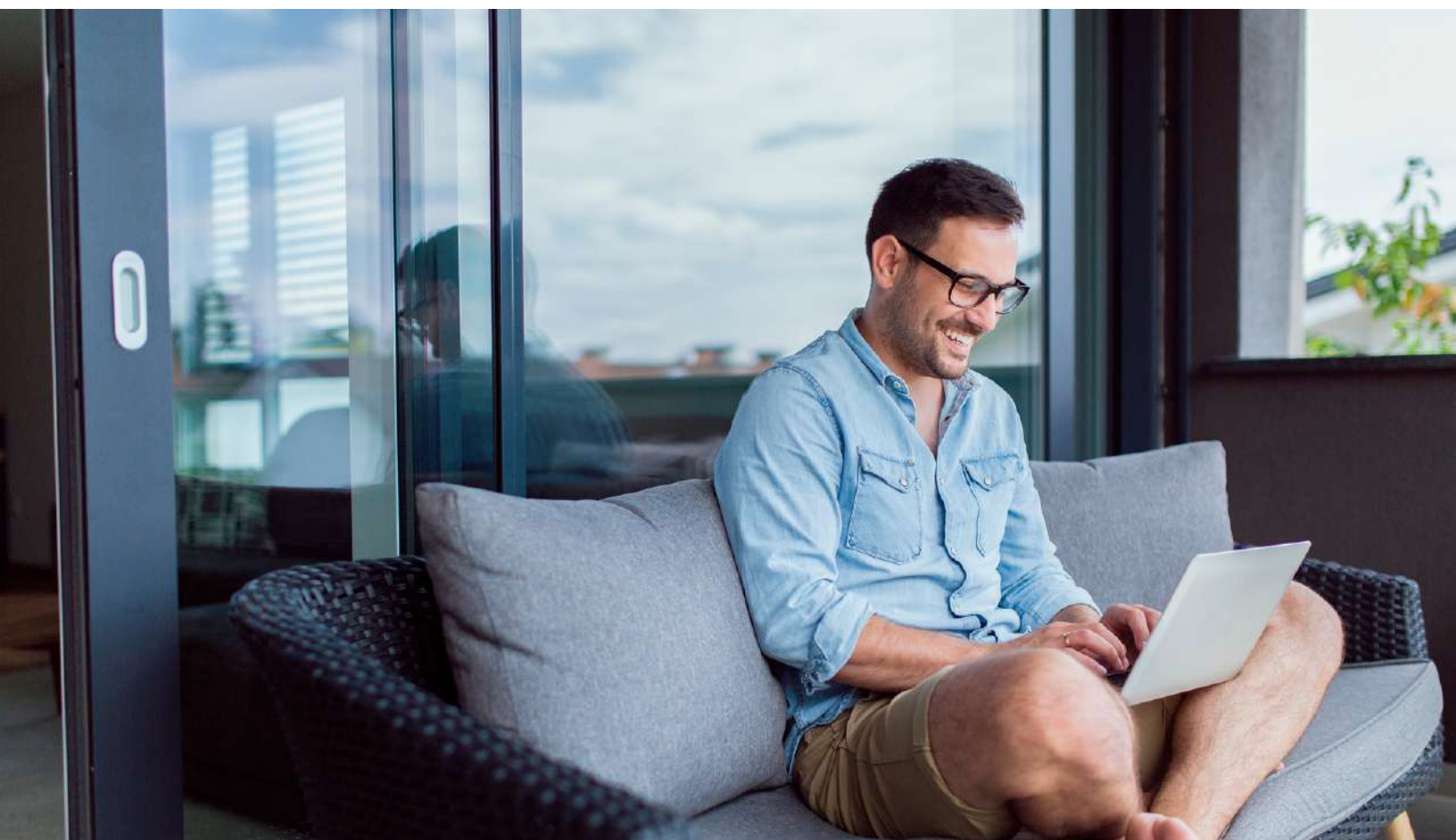
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What's even greater about Digital Marketing is that if you have attained a couple of years of marketing experience, you don't necessarily have to live the corporate "9pm - 5pm" work-life.

**With Digital Marketing, no matter what you specialise in, there are plenty of various working options.**

For instance, you could become Head of the Marketing Department at a spontaneous brand, you could be a part of an agency, or join a start-up company. Or if **working remotely** and making up your own work hours is more of your thing, then you could potentially get into doing Freelancing/Contracting work.

Additionally, if you're more **entrepreneurial**, you could even drift off and become a Digital Marketing Consultant for various businesses. Or you could even start your own Digital Marketing agency just like Anastasia, an NZIE Digital Marketing Graduate did! Click **here** to read more about her success story!





A large orange opening quotation mark.

IMAGINE HAVING  
A JOB WHERE  
YOU ARE YOUR  
OWN BOSS AND  
CAN WORK FROM  
ANYWHERE AND  
ANYTIME YOU  
WANT

- DANIEL ALLY

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## CONCLUSION

Overall, marketing is an asset that's in every company's tool belt. For that reason, the career path isn't going away anytime soon.

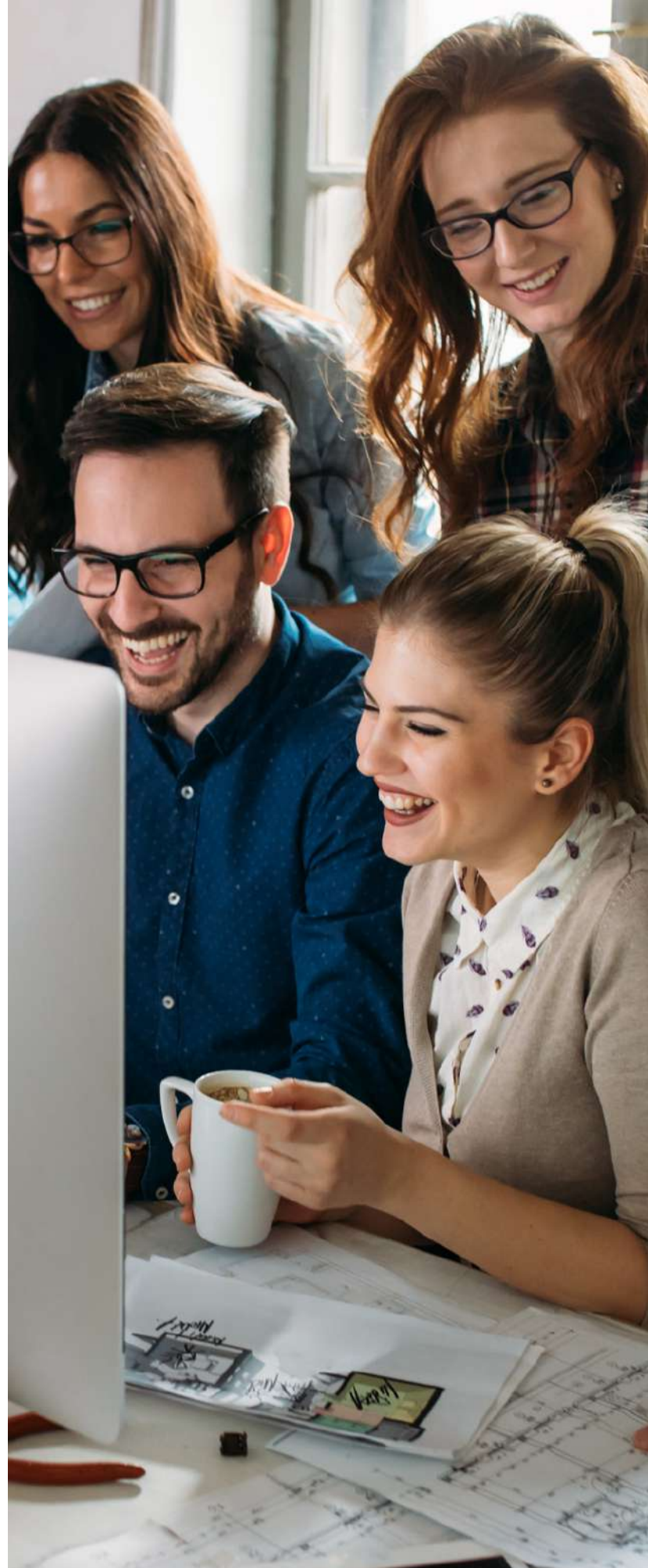
However, it is becoming a more competitive and complex industry.

With ever-changing trends and ever-changing consumers, demand for digital marketers is **growing**, and marketing professionals who can offer digital expertise are becoming **highly sought after**.

“MARKETING'S JOB  
IS NEVER DONE.  
IT'S ABOUT  
PERPETUAL  
MOTION. WE  
MUST CONTINUE  
TO INNOVATE  
EVERY DAY.

BETH COMSTACK

”







## WHERE TO NEXT?

If you're interested in pursuing an exciting career in Digital Marketing,; why don't you start by studying a Digital Marketing course such as; the **Diploma in Digital Marketing** with the New Zealand Institute of Education (NZIE).

It's a Level 7 NZQA accredited course which is also continuously; adapted to meet the needs of the ever-changing digital landscape,; With this **Digital Marketing Diploma**, students not only learn about; industry tools and tactics but also get to gain beneficial work; experience.

Students also acquire an **excellent opportunity** to network, build; connections, and learn from talented industry-experienced tutors,; skilled guest speakers from existing Digital Marketing agencies, and; other digital related businesses.

**The NZIE Digital Marketing Diploma is an excellent stepping-stone for your Digital Marketing Career and ticket into this exciting, fast-paced industry!**

Spots are filling out quickly, don't miss out!

**APPLY NOW!**



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Published by: New Zealand Institute of Education, Auckland,  
NEW ZEALAND

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Website: [www.nzie.ac.nz](http://www.nzie.ac.nz)

Created in New Zealand

