



QUALIFICATION JOB ROLES IN THE BUSINESS - HR, MARKETING & PROJECT MANAGEMENT SECTORS

BSB40107 Certificate IV in Advertising

Job Title

Marketing Manager.
Advertising Officer.

Job Duties

Analyse and evaluate consumer behaviour for specific targets.
Conduct pre-campaign testing.
Monitor the market and schedule advertisements.
Monitor advertising production.

BSB40610 Certificate IV in Business Sales

Job Title

Sales Account Assistant.
Sales Agent.
Sales Representative.

Job Duties

Build and keep client relationships and business networks.
Identify sales prospects.
Develop product knowledge.
Present sales solutions.
Self-manage sales performance.

The information is merely an indication of qualification job roles.

This information should not be relied upon & no responsibility is accepted to any party who may use or rely on the whole or any part of the contents of this document.



QUALIFICATION JOB ROLES IN THE BUSINESS - HR, MARKETING & PROJECT MANAGEMENT SECTORS

BSB41013 Certificate IV in Human Resources

Job Title

Human Resources Officer.
Human Resources Assistant.
Payroll Officer.

Job Duties

Review Human Resources functions.
Recruit, select and induct staff.
Support performance management process.
Implement Industrial Relations procedures.
Organise meetings and business travel.

BSB41307 Certificate IV in Marketing

Job Title

Marketing Manager.
Researcher.
Marketing Officer.
Public Relations Officer.

Job Duties

Make presentations.
Profile the market.
Analyse consumer behaviour for specific markets.
Conduct market research.

The information is merely an indication of qualification job roles.

This information should not be relied upon & no responsibility is accepted to any party who may use or rely on the whole or any part of the contents of this document.



QUALIFICATION JOB ROLES IN THE BUSINESS - HR, MARKETING & PROJECT MANAGEMENT SECTORS

BSB41507 Certificate IV in Project Management

Job Title

Project Manager.
Project Coordinator.
Project or Program Administrator.

Job Duties

Analyse and evaluate information from a variety of sources.
Monitor a safe workplace.
Apply project scope management techniques such as time management, cost management, quality management, communications and risk management.

BSB41807 Certificate IV in Unionism and Industrial Relations

Job Title

Union Organiser.

Job Duties

Work to maintain and improve wages, conditions and the employment opportunities of workers in particular occupations or industries.
Participate in the negotiating & bargaining process.
Provide advice to union members.
Make presentations.



QUALIFICATION JOB ROLES IN THE BUSINESS - HR, MARKETING & PROJECT MANAGEMENT SECTORS

BSB50107 Diploma of Advertising

Job Title

Advertising Officer.
Marketing Manager.
Account Manager.

Job Duties

Develop media plans.
Create print and electronic media advertisements.
Develop advertising strategies and briefs.
Establish a marketing mix.

BSB50613 Diploma of Human Resources Management

Job Title

Senior Human Resources Officer.
Human Resources Consultant.

Job Duties

Manage Human Resources services.
Implement performance management systems and workplace planning.
Implement rehabilitation or return-to-work programs.
Implement programs that promote personal effectiveness.

The information is merely an indication of qualification job roles.

This information should not be relied upon & no responsibility is accepted to any party who may use or rely on the whole or any part of the contents of this document.



QUALIFICATION JOB ROLES IN THE BUSINESS - HR, MARKETING & PROJECT MANAGEMENT SECTORS

BSB51207 Diploma of Marketing

Job Title

Marketing Manager.
Researcher.
Public Relations Manager.

Job Duties

Conduct marketing campaigns.
Establish and adjust the marketing mix.
Take advantage of marketing opportunities.
Develop sales plans.

BSB51407 Diploma of Project Management

Job Title

Manager.
Project Manager.
Project or Program Administrator.

Job Duties

Manage tasks and time.
Provide solutions to a define range of unpredictable problems.
Analyse and evaluate information from a variety of sources.
Monitor a safe workplace.
Establish effective workplace relationships.



QUALIFICATION JOB ROLES IN THE BUSINESS - HR, MARKETING & PROJECT MANAGEMENT SECTORS

BSB51807 Diploma of Unionism and Industrial Relations

Job Title

Senior Union Organiser.

Job Duties

Manage work to maintain and improve wages, conditions and the employment opportunities of workers in particular occupations or industries.

BSB60110 Advanced Diploma of Advertising

Job Title

Project Marketing Manager.

Job Duties

Develop team effectiveness.
Develop project work priorities.
Provide leadership.
Create advertising briefs.
Develop & executing marketing communication plans.
Implement business plans and advertising campaigns.
Develop e-business strategies.

The information is merely an indication of qualification job roles.

This information should not be relied upon & no responsibility is accepted to any party who may use or rely on the whole or any part of the contents of this document.



QUALIFICATION JOB ROLES IN THE BUSINESS - HR, MARKETING & PROJECT MANAGEMENT SECTORS

BSB60507 Advanced Diploma of Marketing

Job Title

Marketing Director.
National, Regional or Global
Marketing Manager.
Marketing Strategist.

Job Duties

Manage market research.
Develop organisational marketing objectives.
Evaluate international marketing opportunities.
Develop marketing plans.

BSB60707 Advanced Diploma of Project Management

Job Title

Project Manager.

Job Duties

Direct the integration of projects.
Direct the scope of a project program.
Direct time management of a project program.
Direct cost management of a project program.
Direct quality management of a project program.
Direct human resources management of project program.
Direct communications management of project program.
Direct risk management of a project program.

The information is merely an indication of qualification job roles.

This information should not be relied upon & no responsibility is accepted to any party who may use or rely on the whole or any part of the contents of this document.



QUALIFICATION JOB ROLES IN THE BUSINESS - HR, MARKETING & PROJECT MANAGEMENT SECTORS

BSB60907 Advanced Diploma of Management (Human Resource)

Job Title

Human Resources Manager.
Human Resources Officer.

Job Duties

Provide leadership and strategic direction in Human Resource.
Develop and implement strategic plans.
Manage organisational change.
Provide leadership across the organisation.