

ADVERTISING & MARKET RESEARCH

THE INDUSTRY & WORKFORCE IN WESTERN AUSTRALIA 2019



THE INDUSTRY ¹

The Advertising, Market Research and Statistical Services industries employ almost 5,000 Western Australians. Many more marketing and market research professionals are employed across other industries, supporting businesses to engage effectively with consumers and make best use of consumer data and insights.

Global trends anticipate a significant decrease in internet marketing (predominantly driven by small, local businesses) and a continued surge in use of mobile platforms, online videos and social media channels. Shorter attention spans are driving snack ads (short videos less than 10 seconds long) while dominance of mobile phone use to access social media is shifting focus on mobile marketing.



KEY WORKFORCE DEMOGRAPHICS ²

Gender



57% female

Age



36% <35 years of age

Nationality



36% born outside Australia

Employment



52% employed full time

Education



42% tertiary qualified
53% vocationally qualified

Weekly Income



50% earn <\$1,000
25% earn \$1,500+

WORKFORCE PRIORITIES ³

1

Demand is rowing for digital experts in social and digital media, marketing and data analysis in a push for more sophisticated customer profiling, impact measurement and informed decision making.

2

Standard skill sets are becoming highly complex with artificial intelligence, machine learning, data analytics, marketing technology, web and app development requiring broader capabilities.

3

Today's marketers need to create innovative content that connects brands with audiences in meaningful ways across different platforms and this is growing the demand for content management experts and experience in content writing and video production.

4

Alongside core marketing and technical prowess, adjunct skills are often sought around project management, technology, team building, leadership and strategic planning.

OCCUPATIONS & CAREERS



Advertising/Marketing

Marketing Assistant
Campaign Manager
Digital Marketer
Marketing Manager
Social Media Coordinator
Marketing Analyst
Market Insights Executive
Market Research Account Manager



Hybrid Roles

Sales & Marketing
Marketing & Events
Marketing & Engagement
Administration & Marketing
Marketing & Public Relations
Marketing & Member Engagement
Marketing & Communications



Specialisation

Search Engine Optimisation
AdWords
Email Marketing
Industry Specialist
Content Specialist
Market Researcher
Brand Management/Strategy
Research Consultant

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INDUSTRY DEVELOPMENTS⁴



TECHNOLOGY Advancements in technology, automation, machine learning, Internet of Things, Chatbots, live streaming, voice activation, augmented reality and content marketing to influencers play a growing role in personalised marketing, real-time brand interaction and the collection and analysis of customer data. Growing sophistication in media consumption, changes in consumer expectation, dominance of mobile phone use to access social media and increasing consumer choice are seeing a surge in application of mobile platforms, online videos, digital and social media channels.



CUSTOMER-CENTRIC Market research and statistical services industry revenue is also expected to grow nationally at an annualised 3% over the five years through 2018-19. Companies in this space will need to continue broadening their data collection methods, including online, SMS and social media. As advancements in technology continue to enhance smartphone capability, mobile media research will become increasingly important to reach audiences and remain competitive. In line with this, marketers increasingly rely on understanding human behaviour and data for effective content marketing and development of meaningful relationships.



SMALL BUSINESS CAPABILITY Organisations need to stay connected with their clients in order to maintain communication and be responsive to their needs. Social networking and social media marketing are effective ways to promote and differentiate a business, inform clients and connect to new growth opportunities. Service providers need to foster interactive relationships with existing clients and utilise breadth of communication platforms to market their products and services. Lack of marketing expertise among the micro-business can be a barrier to growth.



PRIVACY With the increasing need for data to meet customer expectations for personalised, real-time interactions with brands, privacy remains a key focus, in particular the protection of IP, insights and personal consumer information. It is imperative for brands that they establish trust with consumers in order for them to feel comfortable providing the information and data required for analysis and strategic planning.

TRAINING^{4, 5}

Ongoing professional development and training is seen as important in order to stay abreast of new technologies, evolve capabilities to match changing roles and facilitate ways of working that maximise return on investment. Behavioural science is being incorporated into training modules independent of the VET sector to support neuromarketing capability and responsiveness to behavioural change.

The Association for Data-Driven Marketing and Advertising (ADMA) has introduced behavioural science into their course offerings for marketers to help them understand the effects of psychological, cognitive, emotional, cultural and social factors on consumer decision-making and how that might impact their own marketing strategies.

The Business Services Training Package contains 21 traineeships ranging from Certificate II to Diploma qualifications, including some in marketing and communication. These provide vocational training through a combination of on-the-job and off-the-job training. Financial incentives exist for eligible employers.