

# Let's Talk Business

## For TRSM Students

These reports describe industry sectors and career paths of interest to TRSM students and Alumni. Each report leverages BCH employment data and the expertise of our staff. This collaborative effort engages staff, students, alumni and the University Business Librarian.

## The Role of a Marketing Coordinator <sup>1</sup>

### Here is What You Need to Know

Marketing Coordinators develop and execute marketing plans, campaigns and strategies. They support and report to Marketing Managers. They also help in planning, implementing, and monitoring marketing, branding, and advertising activities in order to improve the brand's image and increase customer satisfaction.

More specifically, Marketing Coordinators are responsible for conducting market and prospect research, strategizing and developing marketing proposals, drafting reports, and keeping up-to-date with the industry's latest developments, trends, competitors, and promotional opportunities.

## Career Path for a Marketing Coordinator <sup>1</sup>

Here are a few of the job titles you can pursue with your Bachelor of Commerce from TRSM:

- Market Research Analyst
- Email Marketing
- Brand Management
- Content Marketing and Copy-Writing
- Product Marketing
- Marketing Analysis and Growth Marketing
- Public Relations/Communications
- Event Marketing
- SEO/SEM and E-commerce



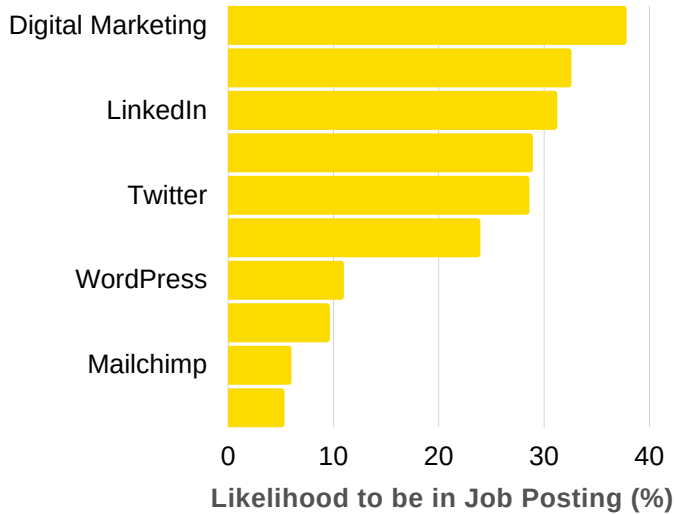
## Let's Talk About Money <sup>2</sup>

	25th percentile (new to the role)	50th percentile (average experience)	75th percentile (strong experience)
Marketing Coordinator	\$45,023	\$55,114	\$63,135

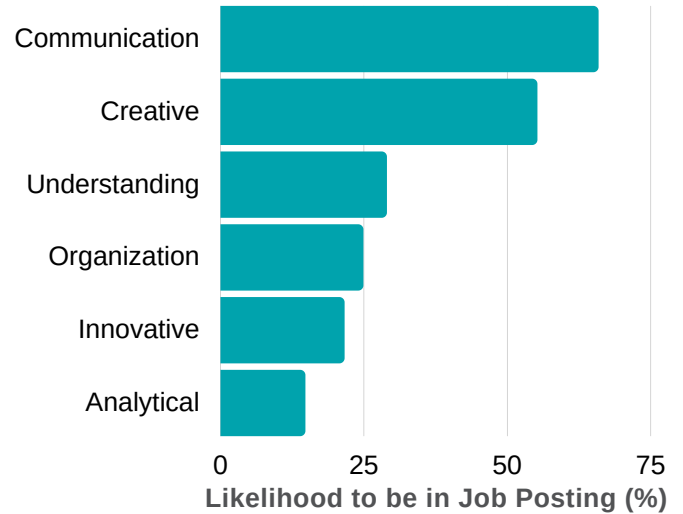
## Are You Qualified to be a Marketing Coordinator?

Based on the job descriptions of 110 roles posted in our portal in 2021, we uncovered the expectations of employers hiring for junior marketing roles. Knowledge of 'Digital Marketing' and 'Excel' top their list of requirements, but specific knowledge of LinkedIn, Instagram and Twitter is also important.

**Technical Skills for Marketing Coordinator 2021**



**Professional Skills for Marketing Coordinator 2021**



Skills Employers are Seeking	BCH Bootcamps to Help You Prepare
Digital Marketing/Social Media Marketing (Instagram/Twitter/LinkedIn)	<a href="#">Social Media Marketing; SEO &amp; Analytics</a>
Excel	<a href="#">Power of Excel Levels 1-3; VBA</a>
Microsoft Office Suite	<a href="#">Microsoft Certification</a>
Graphic Design	<a href="#">Graphic/ Visual Design</a>

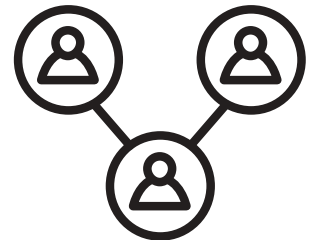
- Other platforms that may be of interest to employers are Facebook, TikTok and Snapchat, depending on the industry.
- BCH can help you acquire experience in many of these areas - take a look at our free bootcamps as they relate to employers expectations in hiring junior marketing staff.

## Software to Familiarize Yourself With



## Certifications in Marketing are in Demand<sup>3</sup>

1. [Microsoft Certification](#) - BCH offers bootcamps and exams for Microsoft certification
2. [Marketing Badge](#) - BCH offers bootcamps offer a 'Marketing Badge' which includes Branding, Graphic/Visual Design, SEO & Analytics, and Social Media
3. [Hootsuite Academy](#) - offers a free social media training course
4. [HubSpot Academy](#) offers:
  - [Inbound Marketing course](#)
  - [Content Marketing](#)
5. Google offers:
  - [Digital Marketing](#)
  - [Google Analytics](#)
  - [Google Ads](#)



## Free Resources<sup>4,5</sup>

[Ryerson Marketing Association](#): a student-run organization dedicated to serving the interests of Marketing majors and minors at Ryerson University.

[Canadian Marketing Association](#) (CMA): The CMA is a community-based association that provides opportunities for its members to build relationships, develop professionally, and influence the regulatory climate in order to help marketing bolster business success.

- [Free resources for students](#)

## Marketing Coordinator - Top Employers

We scraped data from 110 Marketing Coordinator jobs, posted on the BCH portal and these are the top employers hiring Marketing Coordinators. Of course, many other organizations hire for this role, as well.



*StanleyBlack&Decker*



**Scotiabank**



## Visit the Business Career Hub

### Employer Events

The BCH hosts several employer events to prepare you for your professional career. Refer to your weekly 'BCH Careers Newsletter' for a list of upcoming events.

### Bootcamps/Prep Programs

Advance your technical and soft skills, earn digital badges, and gain an advantage in today's workforce through bootcamps. [Click here to register for current bootcamps.](#)

### Coaching & Mock Interview

For career coaching, interview prep and more, [schedule a 1:1 appointment](#) with a Career Consultant or a Co-op Coordinator.



[TedRogersBCH](#)



[Business Career Hub Website](#)



[TedRogersBCH](#)



### Career Consultant Contributor Paige Fong

Paige Fong is Career Consultant and a proud alumnus of Ted Rogers School of Management, with experience in Talent Acquisition supporting Public Sector and Non-Profit clients. Paige is passionate about career development, experiential learning, building meaningful relationships, and empowering others to realize and apply their strengths.



### Student Contributor Chloe Nguyen

Chloe is a 5th year Marketing Co-op student currently working at Royal LePage Commercial, and previously at the BCH, AIESEC (VP Global Talents) and has volunteered in Brazil for an NGO.

### Data Sources

1. Neuvoo (2017) [What Does a Marketing Coordinator Do?](#)
2. Robert Half (2021) [Marketing and Creative Starting Salaries](#)
3. MarketPro (2020) [Top 11 Marketing Certifications That Can Land You a Job in 2020](#)
4. The Institute of Management Accountants [CMA Resources](#)
5. Ryerson Marketing Association <https://www.ryersonmarketing.ca/>