

# Marketing and Communications



Requires  
Specialized  
Training or an  
Associate's Degree

## Artists and Designers

Artists and designers arrange print, type, color, or other objects to create the most functional and appealing designs for print reproduction or visual display. Some create packaging and promotional displays for new products and reports or design logos for a new product or business. They may also assist with layout. The occupational category includes industrial designers, interior designers, product designers, floral designers, layout artists, graphic artists, and medical and scientific illustrators.

### Factors Driving the Job Growth

Demand for artists and designers should increase as fast as the average for all occupations through 2016 as companies continue to emphasize visual appeal in product design, advertising, and marketing. Demand for industrial designers will stem from continued emphasis on product quality and safety. Rising personal incomes should spur demand for interior and floral designers to improve living and working spaces. However, competition for jobs should remain keen due to the large numbers of people attracted to these fields.

**Growth Rate:** 6.3%

**Current Jobs:** 10,870

**Job Change:** 680

**Replacement Job  
Openings:** 2,850

### Where Jobs are Currently Found

Self-Employed (26%)  
 Manufacturing (13%)  
 Specialized Design Services (12%)  
 Advertising & Related Services (8%)  
 Newspaper, Periodical, Book, & Directory Publishers (6%)  
 Architectural, Engineering, & Related Services (6%)  
 Retail Trade (5%)  
 Management of Companies & Enterprises (4%)  
 Management, Scientific, & Technical Consulting Services (4%)

### Wages and Salaries

Mean Hourly Earnings*:	\$20.45	Fine Artists, including Painters, Sculptors and Illustrators
	\$33.02	Commercial and Industrial Designers
	\$23.55	Graphic Designers
	\$29.03	Interior Designers

\* Many artists and designers work part-time.

Wages can also vary substantially with the experience and reputation of the artist.

### Education and Training Requirements

Basic training in art or design is required. Familiarity with computer design techniques is also sought. However, the amount of education and training varies widely by discipline. Interior designers generally require a college degree. Formal training in visual art or design is offered at two- and three-year professional schools. Colleges and universities offer the fine arts degree. Floral design courses are found in trade and technical schools.

### Career Paths

Beginning designers usually receive on-the-job training before advancing to higher levels. Experienced designers in large advertising firms may advance to chief designer or some other supervisory positions. Some may start their own firms. Other workers who design or arrange objects include landscape architects, photographers, and merchandise displayers.



Requires  
Short-Term  
On-The-Job  
Training

## Cashiers

Cashiers receive money, make change, fill out charge forms, and give receipts. They must know store policy and procedures for accepting checks and charging.

### Factors Driving the Job Growth

The growth rate in new jobs for cashiers is expected to be negative through 2016 as more merchants adopt self-checkout systems and more people shop online. Despite this, there will be thousands of job openings arising from the need to replace experienced workers who obtain other jobs, leave the labor force, or return to school.

### Where Jobs are Currently Found

Food & Beverage Stores (41%)  
 General Merchandise Stores (10%)  
 Health & Personal Care Stores (10%)  
 Gasoline Stations (7%)  
 Food Services & Drinking Places (6%)

### Wages and Salaries

Mean Hourly Earnings: \$9.81\*

\* Many cashiers work on a seasonal or part-time basis

### Education and Training Requirements

Cashier jobs require little or no experience. However, employers prefer applicants with high school diplomas. On-the-job training is provided.

### Career Paths

Cashier jobs are usually entry-level positions. They offer good opportunities for part-time work and the chance to learn an employer's business. They can serve as a stepping stone to more responsible positions. With more experience some may advance to head cashier or cash office clerk.

**Growth Rate:** -6.0%%

**Current Jobs:** 75,250

**Job Change:** -4,540

**Replacement Job  
Openings:** 35,780

## Marketing, Advertising, and Public Relations Managers



Requires a  
Bachelor's  
Degree  
or Higher

Marketing, advertising, and public relations managers formulate marketing policies, direct sales activities, and plan, organize, and direct advertising and public relations activities for departments, an entire organization, or individual clients.



**Applies only  
to Marketing  
Managers**

**Growth Rate:** 15.7%

**Current Jobs:** 23,430

**Job Change:** 3,670

**Replacement Job  
Openings:** 4,290

### Factors Driving the Job Growth

Jobs for marketing, advertising and public relations managers should increase about as fast as the average, as the number of new products and services continues to grow. Nevertheless, competition for these highly coveted jobs will remain keen due to the large number of experienced professional and technical personnel already in the field. Individuals who have information technology backgrounds should enjoy the most opportunities.

### Where Jobs are Currently Found

Professional, Scientific, & Technical Services (16%)  
 Manufacturing (14%)  
 Finance & Insurance (13%)  
 Wholesale Trade (11%)  
 Information (10%)  
 Retail Trade (9%)  
 Education & Health Services (7%)  
 Management of Companies & Enterprises (7%)  
 Security & Commodity Brokers (6%)

### Wages and Salaries

Mean Annual Earnings:   \$109,720 Advertising & Promotions Managers  
                                       \$125,080 Marketing Managers  
                                       \$128,270 Sales Managers  
                                       \$114,040 Public Relations Managers

### Education and Training Requirements

Employers look for highly experienced workers who have a bachelor's or master's degree in business administration and the ability to motivate and communicate persuasively both orally and in writing. Flexibility and decisiveness are both preferred, as is the ability to handle stress.

### Career Paths

With experience, well trained, successful managers can become top executives within the firm or start their own businesses. Other workers who are involved with marketing, advertising, and public relations activities include commercial and graphic artists, copywriters, market research analysts, and sales representatives.



Requires a  
Bachelor's  
Degree  
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## Property and Real Estate Managers

Property and real estate managers oversee the financial operations of commercial and residential properties. They plan and direct the purchase, development, and disposal of real estate for business, negotiate contracts for repairs and other services, determine rental rates, prepare rental agreements, collect payments and fees, and handle tenant relations. They may also be responsible for operation of other facilities such as swimming pools, golf courses, community recreation centers, and the maintenance of landscaping and parking lots.

### Factors Driving the Job Growth

Jobs for property and real estate managers should increase slower than the average for all occupations through 2016. As the numbers of apartment and office buildings expand, property owners will continue to place their investments in the hands of a professional manager who will oversee the marketing and maintenance of these large complexes. Increases in the number of elderly who will need assisted living arrangements will also foster job growth. As more retirement centers are built, more property managers will be needed to oversee their operation.

### Where Jobs are Currently Found

Self-Employed (47%)

Real Estate (37%)

Local Government (7%)

### Wages and Salaries

Mean Annual Earnings: \$70,150

### Education and Training Requirements

Most companies and associations prefer to hire college graduates with a degree in business administration, finance, real estate, or public administration. Good speaking and writing skills and an ability to deal effectively with people are vital. Previous experience as a real estate agent is also an asset.

### Career Paths

Property and real estate managers advance by managing larger properties and handling increasingly more complex responsibilities. With several years of experience performing a variety of management tasks, some can start their own property management or real estate firms.

**Growth Rate:** 3.3%

**Current Jobs:** 6,760

**Job Change:** 230

**Replacement Job**

**Openings:** 940



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On-The-Job  
Training

## Receptionists

Receptionists greet and offer assistance to visitors and customers. They register clients and visitors, arrange for building escorts, and monitor building activities. Additional duties may include telephone answering, typing, filing, and other general office tasks.

### Factors Driving the Job Growth

Demand for receptionists should increase slightly faster than the average for all occupations through 2016 as the economy expands and new businesses start up. Moreover, thousands of additional jobs should arise to replace workers who change jobs. Although the rise of automation will have some impact on the employment prospects of receptionists, it will be partially offset by the interpersonal dimension of the job. This interaction with the public is not easily automated, ensuring a continued demand for receptionists in a variety of business establishments.

**Growth Rate:** 10.8%

**Current Jobs:** 10.8%

**Job Change:** 2,740

**Replacement Job  
Openings:** 6,470

### Where Jobs are Currently Found

Personal Care Services (15%)  
Professional, Scientific, & Technical Services (11%)  
Offices of Physicians (11%)  
Financial Activities (7%)  
Manufacturing & Construction (6%)  
Trade, Transportation, & Utilities (6%)  
Hospitals (5%)  
Religious, Civic, & Professional Organizations (4%)  
Offices of Dentists (3%)

### Wages and Salaries

Mean Hourly Earnings: \$13.55\*

\* Many receptionists work part-time

### Education and Training Requirements

A high school diploma or its equivalent usually is required. A good speaking voice and pleasant personality are also essential. Many companies provide on-the-job training.

### Career Paths

With experience, receptionists can advance to secretary, administrative assistant, or bookkeeper. With more education some may join management ranks. Other occupations that deal with the public include customer service representatives, telephone operators, and dental assistants.



Requires  
Short-Term  
On-The-Job  
Training

## Retail Trade Sales Workers

Retail trade sales workers assist customers in the selection and purchase of merchandise. They may sell goods, make out sales receipts, receive payments, make change, and take inventory.

### Factors Driving the Job Growth

Jobs for retail sales clerks will remain plentiful through 2016, as the economy gradually recovers, incomes rise, and retail sales increase. In addition to a modest increase in demand, thousands of jobs will arise from the need to replace workers who obtain better-paying jobs with more responsibilities.

### Where Jobs are Currently Found

Clothing and Clothing Accessories Stores (23%)  
 General Merchandise Stores (12%)  
 Building Material & Garden Supply Dealers (9%)  
 Sporting Goods, Hobby, Book, & Music Stores (9%)  
 Miscellaneous Store Retailers (7%)  
 Food & Beverage Stores (7%)  
 Motor Vehicle & Parts Dealers (6%)  
 Furniture & Home Furnishing Stores (5%)  
 Electronics & Appliance Stores (5%)  
 Self-Employed (3%)

### Wages and Salaries

Mean Hourly Earnings: \$12.29\*

\* Many retail salespersons work part-time.

### Education and Training Requirements

No education or training is required for most jobs selling standard articles such as food and housewares. However, special knowledge or education may be required for some sales positions, particularly those selling expensive items such as computers, cars, or furniture. Tact, patience, and the ability to communicate clearly are essential to success.

### Career Paths

With experience and seniority salespersons can move into positions of greater responsibility. With more education, some may move into management positions and become assistant buyers or management trainees.

**Growth Rate:** 4.8%

**Current Jobs:** 110,750

**Job Change:** 5,290

**Replacement Job  
Openings:** 34,100



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## Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products

Sales representatives demonstrate their products and advise clients on how using their products can reduce costs and increase sales. They may also help install equipment, train employees in its use, take orders, and resolve complaints or problems. Those who work for the manufacturer or wholesaler usually are called sales representatives. Manufacturers' agent or manufacturers' representative are self-employed or work for private firms who contract their services with many firms.

### Factors Driving the Job Growth

Employment of sales representatives, wholesale and manufacturing (except technical and scientific products) is expected to grow slower than the average for all occupations through 2016, primarily because of sluggish growth in the variety and number of goods to be sold. However, many job openings will result from the need to replace workers who transfer to other occupations or leave the labor force.

### Where Jobs are Currently Found

Merchant Wholesalers, Durable Goods (17%)  
 Merchant Wholesalers, Nondurable Goods (17%)  
 Manufacturing (16%)  
 Professional & Business Services (11%)  
 Retail Trade (7%)  
 Construction (5%)  
 Management of Companies & Enterprises (4%)  
 Self-Employed (3%)

### Wages and Salaries

Mean Annual Earnings: \$69,080

### Education and Training Requirements

Many employers hire individuals with previous sales experience who lack a college degree, but they increasingly prefer or require a bachelor's degree because job requirements have become more technical and analytical. For some consumer products, factors such as sales ability, personality, and familiarity with the product are more important than education. On the other hand, firms selling complex technical products may require a technical degree in addition to some sales experience.

### Career Paths

Experienced sales representatives may move into jobs as sales trainers, who instruct new employees on selling techniques and company policies. Those who have good sales records may advance to positions such as sales supervisor, district manager, or vice president of sales. Other occupations that require similar skills to sales representatives include; advertising, marketing, promotions, public relations, and sales managers; insurance sales agents; retail salespersons; sales engineers; and securities, commodities, and financial services agents.

**Growth Rate:** 4.2%

**Current Jobs:** 32,960

**Job Change:** 1,380

**Replacement Job  
Openings:** 7,270

## Securities and Financial Sales Representatives



Requires a Bachelor's Degree or Higher

Securities and financial sales representatives help companies and individuals invest their money. They offer financial counseling, compile portfolios, and buy and sell stocks and bonds upon customer requests. They may specialize in serving individual or institutional investors.

### Factors Driving the Job Growth

Jobs for securities and financial sales representatives is expected to decline through 2016, as the economy will continue to feel the effects of the financial downturn of 2008 and 2009. Competition for jobs will remain keen, as many individuals are attracted to this high-paying career. Hard-working assertive individuals should enjoy the most opportunities.

**Growth Rate:** -3.6%

**Current Jobs:** 9,250

**Job Change:** -330

**Replacement Job Openings:** 2,370

### Where Jobs are Currently Found

Security & Commodity Brokers (70%)

Self-employed (15%)

Banking (8%)

Insurance (2%)

### Wages and Salaries

Mean Annual Earnings: \$104,730

### Education and Training Requirements

Most employers prefer college graduates or job applicants with previous sales experience in real estate or insurance. Securities sales workers must be licensed by the National Association of Securities Dealers and registered with the Massachusetts Secretary of State's Securities Division. Desire to succeed and the ability to communicate effectively are essential.

### Career Paths

Junior securities and financial sales representatives usually work under the direction of more experienced representatives, servicing the accounts of individual investors. With experience, some highly successful representatives can become branch office managers or supervisors. With highly successful sales records, some can advance to top management positions or become partners. Other sales workers who have specialized knowledge include real estate agents, insurance sales agents, and travel agents.

## Writers and Authors, Technical Writers, and Editors



Requires a  
Bachelor's  
Degree  
or Higher



Applies only  
to Technical  
Writers

**Growth Rate:** 10.5%

**Current Jobs:** 5,250

**Job Change:** 550

**Replacement Job  
Openings:** 1,250

Writers and authors interpret, analyze, and report facts and events for their readers. Editors supervise writers as well as select and prepare written material for publication. Technical writers specialize in making complex information understandable to the reader, and may prepare manuals, operating instructions, sales promotions and proposals, and edit technical reports.

### Factors Driving the Job Growth

As the volume of information expands, so too will jobs for writers and editors. However, competition for jobs will remain keen given the large numbers of people attracted to this field. Technical writers with engineering or scientific backgrounds should have the best job prospects.

### Where Jobs are Currently Found

Self-Employed (25%)  
Newspapers, Periodical, Book, & Directory Publishers (23%)  
Professional, Scientific, & Technical Services (16%)  
Management of Companies & Enterprises (6%)  
Educational Services (6%)  
Manufacturing (6%)

### Wages and Salaries

Mean Hourly Earnings*:	\$29.78	Editors**
	\$37.68	Technical Writers
	\$30.33	Writers and Authors

\* Many writers work part-time.

\*\* Employment data not published

### Education and Training Requirements

Most employers prefer a degree in communications, journalism, or English. Some may look for a broad liberal arts background or require a technical or specialized degree in business, engineering, or one of the sciences. Perseverance, self-motivation, creativity, and intellectual curiosity are also essential.

### Career Paths

Beginning writers in larger firms generally do research, fact checking, or copy editing. In small companies, some writers have more responsibilities, writing or editing copy as editorial or production assistants. As writers gain experience they can advance to management positions as chief writers or editors. Some can become publications directors.