

DIGITAL MARKETING MANAGER

MAINTAINS A BRAND'S ONLINE PRESENCE, CONSIDERING THE BEHAVIOUR OF ONLINE USERS

MEDIUM-HIGH

FUTURE GROWTH POTENTIAL
IN THE LABOUR MARKET

Medium-high foreseen
impact on social and
technological change

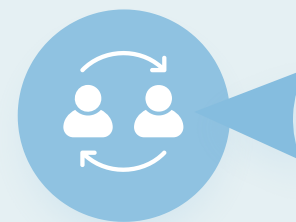
Responsibilities include researching, strategising, creating content for online marketing campaigns, and measuring and reporting on their performance to reach out to as many targets as possible

SKILLS REQUIRED



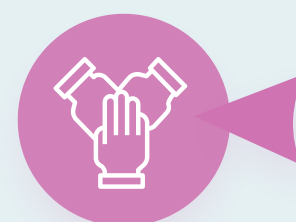
Creativity

Using the imagination to generate new ideas or solve a problem



Communication

Sharing messages effectively, without misinterpretation



Collaboration

Successfully working with others towards achieving a common goal

LABOUR MARKET TRENDS



With people more connected to digital platforms, maintaining a social presence has become companies' number one marketing strategy

Tourism, health, technology, real estate, and food are the highest demanding sectors

Digital marketing is a profitable sector. Almost all companies need to, at least, increase their website's visibility and traffic

EDUCATION & TRAINING

Expertise in product marketing, digital strategy, brand management, content creation, search engine optimisation (SEO), digital marketing platforms and tools

Higher education degree or specialised studies on digital marketing

CHALLENGES AND OPPORTUNITIES

Brands feel the need to reach out to their online clients, expanding their network of potential targets

Digital marketing professionals need to rapidly adapt to change

There are several digital marketing areas and companies might look for different profiles



Key areas

Digital economy
Technology

