



# Updating ANZSCO

Reflecting a modern Australian labour market



## ANZSCO [Preliminary] Proposed Changes

Version 2.0

Market research and  
advertising services

ANZSCO Comprehensive Review

Australian Bureau of Statistics

17/6/2024



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## Essential Notes

The Australian and New Zealand Statistical Classification of Occupations (ANZSCO) describes all occupations for the Australian and New Zealand labour market.

The ABS has undertaken a comprehensive review of the Australian and New Zealand Standard Classification of Occupations (ANZSCO) to reflect the contemporary labour market and better meet stakeholders' needs. Public consultation rounds were held across 2023, with each round targeting selected occupations grouped by focus area.

Statistics New Zealand (Stats NZ) have elected not to participate in the current review and therefore occupation changes have only been considered in respect of the Australian labour market.

## Updates to document

This document has been updated based on stakeholder feedback and further research. Minor updates have been made to a handful of occupations. The format of the document has also been updated to improve usability based on feedback received. A preliminary proposed changes document has been created for each of the 43 focus areas. Focus areas were designed to group occupations for consultation purposes only and will not be present in the classification structure.

The preliminary proposed changes presented do not include the full scope of not elsewhere classified categories (nec). Exclusion statements are incomplete and do not reference specific occupation locations within the classification. Outstanding nec categories, exclusion statements and final tweaks to occupations are currently being finalised in preparation for the release of the draft proposed classification in July on the ABS website. The July release will provide users with an opportunity to provide feedback on the structure of the proposed changes, before finalising the update for release by December 2024. These preliminary proposed changes documents are for information only.

## Task lists

ABS recognises the potential of Artificial Intelligence (AI) to enhance our operations and efficiency. To this end, we have employed AI to assist in the creation of initial task lists. However, human experts are responsible for the final content, and AI serves as a tool, not a decision-maker. We value stakeholder input and incorporate it into our editing process placing importance on stakeholder submissions and other relevant research contributions.

Learn more about ANZSCO and the review at [Updating ANZSCO | Australian Bureau of Statistics \(abs.gov.au\)](https://abs.gov.au/anzsco)

## Occupations in the Market research and advertising services focus area include:

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## About the focus area

The Market research and advertising services focus area covers occupations which require specialised knowledge and skills to:

- develop and coordinate advertising strategies and campaigns, determine the market for new goods and services, and identify and develop market opportunities for new and existing goods and services
- plan, develop, implement and evaluate information and communication strategies that create an understanding and a favourable view of an organisation, its goods and services, and its role in the community.

## Summary of consultation

Stakeholders provided recommendations to ensure that public relations and communications professions are represented accurately in the classification. In response to this feedback titles, descriptions and specialisations were updated to reflect the contemporary workforce.

## 131112 Sales and Marketing Manager

Existing	Proposed	
<p>131112 Sales and Marketing Manager</p> <p>Plans, organises, directs, controls and coordinates the sales and marketing activities within an organisation.</p> <p>ICT Business Development Managers are excluded from this occupation. ICT Business Development Managers are included in Unit Group 2252 ICT Sales Professionals, in Occupation 225212 ICT Business Development Manager.</p> <p>Skill Level: 1</p> <p>Specialisations:</p> <ul style="list-style-type: none"> <li>• Business Development Manager</li> <li>• Market Research Manager</li> </ul>	<p>131115 Sales and Marketing Manager</p> <p>Plans, organises, directs, controls and coordinates sales and marketing activities within an organisation and externally.</p> <p>Skill Level: 1</p> <p>Main Tasks:</p> <ul style="list-style-type: none"> <li>• Directs the development of sales strategies and setting of sales targets in order to maximise an organisation's sales and customer loyalty</li> <li>• Directs and evaluates marketing strategies, establishes distribution networks for products and services and initiates market research studies</li> <li>• Establishes organisational policies and procedures in relation to sales and marketing</li> <li>• Conducts regular data analysis and measures campaign performance against predefined metrics</li> <li>• Leads sales teams in building relationships with clients and manages the negotiation of sales contracts</li> <li>• Assesses the marketing potential of new and existing store locations</li> <li>• Determines price schedules and discount rates</li> </ul>	<p>131116 Business Development Manager</p> <p>Plans, organises, directs, controls and coordinates business development and strategic partnership activities within an organisation and externally. Identifies and generates new business opportunities to further improve market share and awareness by gaining an understanding of customers' needs and promoting goods and services to these customers. May manage some key customer accounts.</p> <p>Advertising and Marketing Professionals and ICT Business Development Managers are excluded from this occupation.</p> <p>Skill Level: 1</p> <p>Main Tasks:</p> <ul style="list-style-type: none"> <li>• Conceptualises business plans and sales strategies</li> <li>• Implements market expansion and new market plans for business growth by identifying and mapping business strengths and customer needs</li> <li>• Drives business growth by developing networks to attract new clients</li> <li>• Researches new market opportunities, overseeing growth projects, making sales projections and forecasting revenue</li> <li>• Manages and nurtures relationships with existing customers</li> <li>• Researches prospects, cold calling potential customers and responding to incoming leads to increase client base</li> <li>• Writes business proposals for potential customers</li> <li>• Negotiates, drafts and reviews contracts</li> </ul>

## 131113 Advertising Manager

<b>Existing</b>	<b>Proposed</b>
<p>131113 Advertising Manager</p> <p>Plans, organises, directs, controls and coordinates the advertising activities within an organisation.</p> <p>Skill Level: 1</p>	<p>131113 Advertising Manager</p> <p>Plans, organises, directs, controls and coordinates the advertising activities within an organisation.</p> <p>Skill Level: 1</p> <p>Main Tasks:</p> <ul style="list-style-type: none"><li>• Leads a team of advertising specialists</li><li>• Determines the nature of advertising required and the style of presentation</li><li>• Selects and manages resources needed to complete advertising projects</li><li>• Allocates assignments and appraises work for publication</li><li>• Manages the ongoing review of advertising staff, resources, and content</li><li>• May select and liaise with advertising agencies</li></ul>

## 131114 Public Relations Manager

### Existing

131114 Public Relations Manager

Alternative Titles:

- Communications Manager
- Corporate Affairs Manager
- Corporate Relations Manager
- PR Manager
- Public Affairs Manager

Plans, organises, directs, controls and coordinates the public relations activities within an organisation.

Skill Level: 1

Specialisations:

- Community Relations Manager
- External Relations Manager
- Media Relations Manager

### Proposed

131114 Communications Manager (Public Relations)

Alternative Titles:

- Corporate Affairs Manager
- Public Affairs Manager
- Public Relations Manager

Plans, organises, directs, controls and coordinates the public relations activities within an organisation.

Telecommunications Managers are excluded from this occupation.

Skill Level: 1

Main Tasks:

- Plans, develops, directs and coordinates communication strategies to best represent the employer's interests
- Creates and manages publication production timelines
- Responsible for reputation management through internal communications, government relations, media relations and social media management
- Stays informed of changes in media by assessing web, email and social media analytics to understand opportunities and barriers
- Liaises with, supports and manages public relations teams to create press releases, advertising and promotional materials
- Organises and manages events to promote key messages

Specialisations:

- Community Relations Manager
- External Relations Manager
- Government Relations Manager
- Media Relations Manager

## 225111 Advertising Specialist

<b>Existing</b>	<b>Proposed</b>
<p>225111 Advertising Specialist</p> <p>Alternative Titles:</p> <ul style="list-style-type: none"><li>• Advertising Account Executive</li><li>• Advertising Account Manager</li><li>• Creative Director (Advertising)</li></ul> <p>Devises and coordinates advertising campaigns which encourage consumers to purchase particular goods or services.</p> <p>Skill Level: 1</p>	<p>225111 Advertising Specialist</p> <p>Alternative Titles:</p> <ul style="list-style-type: none"><li>• Advertising Account Executive</li><li>• Advertising Account Manager</li><li>• Creative Director (Advertising)</li></ul> <p>Devises and coordinates advertising campaigns which encourage consumers to purchase particular goods or services.</p> <p>Skill Level: 1</p> <p>Main Tasks:</p> <ul style="list-style-type: none"><li>• Plans, develops and organises advertising policies and campaigns to support sales objectives</li><li>• Advises executives and clients on advertising strategies and campaigns to reach target markets, create consumer awareness and effectively promote the attributes of goods and services</li><li>• Coordinates production of advertising campaigns involving artwork, copywriting, media scripting, television and film production and media placement, within time and budget constraints</li></ul>



## 225112 Market Research Analyst

<b>Existing</b>	<b>Proposed</b>
<p>225112 Market Research Analyst</p> <p>Assist organisations to understand current and predict future consumer behaviours through the collection and analysis of data. This data is likely to be obtained through consumer surveys and interviews conducted online or in-store.</p> <p>Skill Level: 1</p>	<p>225112 Market Research Analyst</p> <p>Assist organisations to understand current, and predict future, consumer behaviours through the collection and analysis of data. This data is likely to be obtained through consumer surveys and interviews conducted online or in-store.</p> <p>Skill Level: 1</p> <p>Main Tasks:</p> <ul style="list-style-type: none"><li>• Collects and analyses data regarding consumer patterns and preferences</li><li>• Interprets and predicts consumer trends</li><li>• Researches potential demand and market characteristics for new goods and services</li><li>• Contributes to the preparation and execution of marketing objectives, policies and programs</li><li>• Commissions and undertakes market research to identify market opportunities for new and existing goods and services</li><li>• Advises on all elements of marketing, such as product mix, pricing, promotion and distribution</li></ul>

## 225113 Marketing Specialist

<b>Existing</b>	<b>Proposed</b>
<p>225113 Marketing Specialist</p> <p>Alternative Titles:</p> <ul style="list-style-type: none"><li>• Marketing Consultant</li><li>• Marketing Coordinator</li><li>• Marketing Officer</li></ul> <p>Identifies market opportunities and advises on the development, coordination and implementation of plans for pricing and promoting an organisation's goods and services.</p> <p>Skill Level: 1</p> <p>Specialisations:</p> <ul style="list-style-type: none"><li>• Brand Manager</li><li>• Category Manager</li><li>• Pricing Analyst</li><li>• Product Manager</li><li>• Sales Promotions Officer</li></ul>	<p>225113 Marketing Specialist</p> <p>Alternative Titles:</p> <ul style="list-style-type: none"><li>• Marketing Consultant</li><li>• Marketing Coordinator</li><li>• Marketing Officer</li></ul> <p>Identifies market opportunities and advises on the development, coordination and implementation of plans for pricing and promoting an organisation's goods and services.</p> <p>Skill Level: 1</p> <p>Main Tasks:</p> <ul style="list-style-type: none"><li>• Commissions and undertakes market research to identify market opportunities for new and existing goods and services</li><li>• Collects and analyses data to research potential demand and market characteristics for new goods and services</li><li>• Supports business growth and development through the preparation and execution of marketing objectives, policies and programs</li><li>• Advises on all elements of marketing such as product mix, pricing, advertising and sales promotion, selling, and distribution channels</li><li>• May develop strategies to ensure the visibility of a brand and maintain the brand's identity</li></ul> <p>Specialisations:</p> <ul style="list-style-type: none"><li>• Brand Manager</li><li>• Category Manager</li><li>• Pricing Analyst</li><li>• Product Manager</li><li>• Sales Analyst</li></ul>

## 225114 Content Creator (Marketing)

<b>Existing</b>	<b>Proposed</b>
<p>225114 Content Creator (Marketing)</p> <p>Alternative Title:</p> <ul style="list-style-type: none"><li>• Social Media Specialist (Marketing)</li></ul> <p>Creates and publishes text, photos and videos designed to promote businesses, products or services, to social media and digital platforms, to grow an audience, build brand awareness and increase sales. Schedules the release of, and updates to, marketing content on these platforms.</p> <p>This occupation excludes Social Media Influencers. Social Media Influencers are included in Occupation 639111 Model.</p> <p>Skill Level: 1</p>	<p>225114 Content Creator (Marketing)</p> <p>Alternative Titles:</p> <ul style="list-style-type: none"><li>• Digital Content Producer (Marketing)</li><li>• Social Media Specialist (Marketing)</li></ul> <p>Creates and publishes text, photos and videos designed to promote businesses, products or services to social media and digital platforms, to grow an audience, build brand awareness and increase sales. Schedules the release of, and updates to, marketing content on these platforms.</p> <p>Social Media Influencers are excluded from this occupation.</p> <p>Skill Level: 1</p> <p>Main Tasks:</p> <ul style="list-style-type: none"><li>• Develops and implements digital marketing and social media strategies to increase brand awareness and searchability</li><li>• Creates engaging, relevant, and timely digital marketing and social media content to market an organisation and its activities and drive consumer engagement</li><li>• Monitors and analyses social media and website performance metrics to track engagement and target content</li><li>• Manages, schedules and monitors multiple social media accounts</li><li>• Maintains and enhances website content for external and internal audiences</li><li>• May collaborate with Social Media Influencers to develop content and increase brand reach</li></ul>

## 225115 Digital Marketing Analyst

<b>Existing</b>	<b>Proposed</b>
<p>225115 Digital Marketing Analyst</p> <p>Uses tools and techniques such as Pay per click, Search Engine Optimisation (SEO) and tracking customer behaviour on websites to better understand online consumer behaviour; with the aim of improving digital marketing campaigns and ultimately increasing sales.</p> <p>Skill Level: 1</p>	<p>225115 Digital Marketing Analyst</p> <p>Uses tools and techniques such as pay per click, search engine optimisation (SEO) and tracking customer behaviour on websites to better understand online consumer behaviour, with the aim of improving digital marketing campaigns and ultimately increasing sales.</p> <p>Skill Level: 1</p> <p>Main Tasks:</p> <ul style="list-style-type: none"><li>• Discovers and disseminates customer insights and guides strategic and tactical initiatives, customer identification, addressability and segmentation</li><li>• Applies statistical modelling methods to determine the potential impact of pricing strategies on profitability</li><li>• Monitors performance of initiatives, providing regular reporting and insights as required</li><li>• Analyses data from digital marketing campaigns and platforms</li><li>• Recommends updates to digital content to improve search engine metrics</li></ul>

## 225311 Public Relations Professional

Existing	Proposed
<p>225311 Public Relations Professional</p> <p>Plans, develops, implements and evaluates information and communication strategies that create an understanding and a favourable view of an organisation, its goods and services, and its role in the community.</p> <p>Skill Level: 1</p> <p>Specialisations:</p> <ul style="list-style-type: none"> <li>• Media Liaison Officer</li> <li>• Press Officer</li> <li>• Promotions Officer</li> <li>• Public Affairs Officer</li> <li>• Public Relations Consultant</li> <li>• Public Relations Officer</li> </ul>	<p>225311 Communications Officer (Public Relations)</p> <p>Alternative Title:</p> <ul style="list-style-type: none"> <li>• Public Relations Professional</li> </ul> <p>Plans, develops, implements and evaluates information and communication strategies that create an understanding and a favourable view of an organisation, its goods and services, and its role in the community.</p> <p>People who work in telecommunications are excluded from this occupation.</p> <p>Skill Level: 1</p> <p>Main Tasks:</p> <ul style="list-style-type: none"> <li>• Plans and organises publicity campaigns and communication strategies</li> <li>• Advises executives on the public relations implications of their policies, programs and practices</li> <li>• Prepares and controls the issue of news and press releases</li> <li>• Undertakes and commissions public opinion research, analyses the findings, and plans public relations and promotional campaigns</li> <li>• Organises special events, seminars, entertainment, competitions and social functions to promote goodwill and favourable publicity</li> <li>• Represents organisations and arranges executive interviews with publicity media</li> <li>• Attends business, social and other functions to promote the organisation</li> <li>• Commissions and obtains photographs and other illustrative material</li> <li>• Selects, appraises and revises material submitted by publicity writers, photographers, illustrators and others to create favourable publicity</li> </ul> <p>Specialisations:</p> <ul style="list-style-type: none"> <li>• Media Advisor</li> <li>• Promotions Coordinator</li> <li>• Public Affairs Officer</li> <li>• Public Relations Consultant</li> <li>• Public Relations Officer</li> <li>• Social Media Specialist (Public Relations)</li> </ul>