



Updating ANZSCO

Reflecting a modern Australian labour market



List of ANZSCO Occupations in Market Research and Advertising Services

Consultation round 1, 1 Feb 2023 - 28 Apr 2023

This is the list of ANZSCO Occupations in scope of the focus area 'Market research and advertising services'.

The focus area broadly covers occupations that require specialised knowledge and skills to:

- plan, organise, direct, control and coordinate advertising, public relations, sales and marketing activities within organisations
- plan, develop, coordinate and implement programs of information dissemination to promote organisations, goods and services, and represent companies in selling a range of technical, industrial, medical, pharmaceutical and ICT goods and services.

The comprehensive review includes occupations recently updated in 2021 and 2022 so that we can apply conceptual consistency across the classification.

Only occupations relevant to the focus area are included. These are listed by their current hierarchical categories in ANZSCO.

This information is from the latest version of ANZSCO, the Australian Update, 2022

[Browse Classification | Australian Bureau of Statistics \(abs.gov.au\)](https://abs.gov.au)



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Major Group 1 – Managers | Sub-major Group 13 – Specialist Managers | Minor Group 131 – Advertising, Public Relations and Sales Managers | Unit Group 1311 – Advertising, Public Relations and Sales Managers

Code	Title	Skill Level	Specialisations	Description
131112	Sales and Marketing Manager	1	Business Development Manager Market Research Manager	Plans, organises, directs, controls and coordinates the sales and marketing activities within an organisation. 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.
131113	Advertising Manager	1		Plans, organises, directs, controls and coordinates the advertising activities within an organisation.
131114	Public Relations Manager Communications Manager Corporate Affairs Manager Corporate Relations Manager PR Manager Public Affairs Manager	1	Community Relations Manager External Relations Manager Media Relations Manager	Plans, organises, directs, controls and coordinates the public relations activities within an organisation.



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Major Group 2 – Professionals | Sub-major Group 22 – Business, Human Resource and Marketing Professionals | Minor Group 225 – Sales, Marketing and Public Relations Professionals | Unit Group 2251 – Advertising and Marketing Professionals

Code	Title	Skill Level	Specialisations	Description
225111	Advertising Specialist Advertising Account Executive Advertising Account Manager Creative Director (Advertising)	1		Devises and coordinates advertising campaigns which encourage consumers to purchase particular goods or services.
225112	Market Research Analyst	1		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.
225113	Marketing Specialist Marketing Consultant Marketing Coordinator Marketing Officer	1	Brand Manager Category Manager Pricing Analyst Product Manager Sales Promotion Officer	Identifies market opportunities and advises on the development, coordination and implementation of plans for pricing and promoting an organisation's goods and services.



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Major Group 2 – Professionals | Sub-major Group 22 – Business, Human Resource and Marketing Professionals | Minor Group 225 – Sales, Marketing and Public Relations Professionals | Unit Group 2251 – Advertising and Marketing Professionals

Code	Title	Skill Level	Specialisations	Description
225114	Content Creator (Marketing) Social Media Specialist (Marketing)	1		<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>
225115	Digital Marketing Analyst	1		<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>



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Major Group 2 – Professionals | Sub-major Group 22 – Business, Human Resource and Marketing Professionals | Minor Group 224 – Information and Organisation Professionals | Unit Group 2241 – Mathematical Science Professionals

Code	Title	Skill Level	Specialisations	Description
225311	Public Relations Professional	1	Media Liaison Officer Press Officer Promotions Officer Public Affairs Officer Public Relations Consultant Public Relations Officer	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.



Figure 1. Structure of ANZSCO by skill level

