



# COMMUNICATION & MEDIA

## Becoming a Communication or Media Consultant

### What is a Communication or Media Consultant?

A communication or media consultant is someone who specialises in creating professional advertising, marketing and public relations campaigns, working with companies to create and implement marketing strategies.

### Introduction

Dynamic, expert communicators are in high demand across the world. Industries as diverse as media, engineering, the sciences and creative arts are calling for highly skilled professionals to engage audiences. If you're looking to be part of an exciting career that could take you anywhere in the world, get the required skills with USQ's Bachelor of Communication and Media.

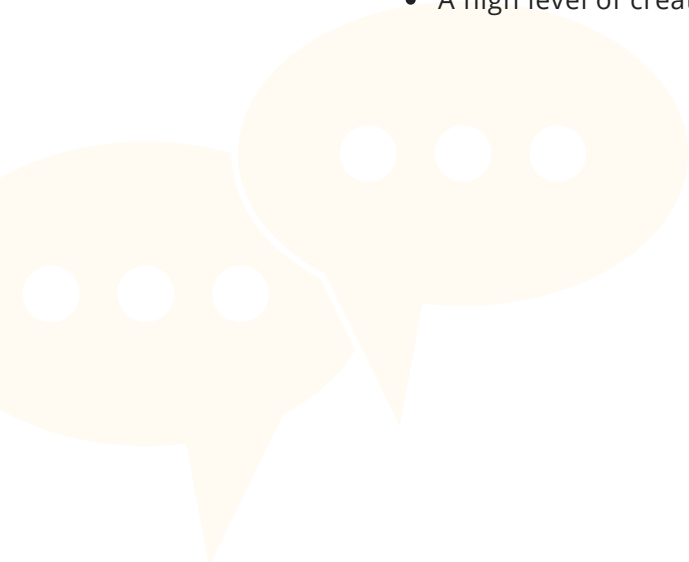
### Pathways

University of Southern Queensland – Bachelor of Communication and Media

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### Education & Requirements

- A Bachelor Degree or higher, or at least 5 years of experience, is usually needed to work in this job.
- Over half of workers have a university degree.
- A high level of creativity may also be important.



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## FACT SHEET

WEEKLY PAY

**\$1,346**



EMPLOYMENT

**74,800 Workers**



INDUSTRY GROWTH

**Strong**



FULL TIME HOURS

**39.4 Hours**



AVERAGE AGE

**34 Years**



GENDER SHARE

**59.7% Female**



### Job Titles

- Advertising Specialist, Account Executive or Manager, or Creative Director
- Market Research Analyst
- Marketing Specialist, Consultant, Coordinator or Officer

### Employment Outlook

The number of Advertising and Marketing Professionals grew very strongly over the past 5 years and is expected to grow strongly over the next 5 years from 74,800 in 2018 to 84,100 by 2023.

Job openings can come from new jobs being created, but most come from turnover (workers leaving).

There are likely to be around 53,000 job openings over 5 years (that's about 10,600 a year).