

Marketing Specialist

Get people to notice, want and buy a product. A diploma or degree, a portfolio, and results you can measure.

TYPICAL PAY

\$74,000

a year, full time

PAY RANGE

\$43k to \$119k

starting to experienced

TIME TO QUALIFY

2 to 4 years

after high school

DEMAND

Moderate

job outlook

LICENCE NEEDED

No

anyone can do it

WHERE YOU WORK

Companies, agencies, non-profits, remote

How you get there

- 1 High school** Grades 11 and 12
 English, business, media arts. Start now: run a social account for a club, a team or a family business and track what works.
- 2 Diploma or degree** 2 to 4 years
 A 2-year college marketing diploma or a 4-year business degree with a marketing major. Job Bank says either is usually required. Co-op programs are worth the extra time.
- 3 Internships and side projects** During school
 Real campaigns with real numbers. Employers hire on the portfolio, not the transcript.
- 4 First job** After graduation
 Marketing coordinator, social media coordinator, or an agency account or content role.
- 5 Specialize** Years 2 to 5
 Paid ads, search, email, content, brand, analytics or product marketing. Specialists earn more than generalists.

Pros and cons

- + Short, affordable education
- + Creative work with measurable results
- + Remote-friendly and easy to freelance
- Crowded junior market and low starting pay
- Job Bank rates prospects limited in Ontario, Quebec and BC
- AI tools are squeezing the simplest content jobs

Good to know

Canada has one of the strictest anti-spam laws anywhere

CASL (Canada's anti-spam legislation) requires consent before most marketing emails and texts, with big fines for companies that ignore it. Every marketer in Canada learns the rules in their first month.

One designation, run by marketers

The Canadian Marketing Association describes its CM (Chartered Marketer) designation as Canada's only marketing designation, built by marketers for marketers, with accelerated paths for people who already...

Optional boosts

Paid advertising. SEO (search engine optimization) and analytics. Email and marketing automation. Video and short-form content.

Where these numbers come from

Job Bank: Marketing specialist, wages (updated Nov 2025)

Job Bank: Marketing specialist, employment requirements

Canadian Marketing Association: Chartered Marketer designation

Algonquin College: Business, Marketing diploma

Numbers checked September 2026. Pay figures are typical full-time annual amounts in Canadian dollars, based on Government of Canada Job Bank wage data and published salary grids. They vary by province, employer and experience. Tuition is for domestic students. Sources, links and the click-through version: <https://career.help/ca/careers/marketing-specialist>



Scan for the full clicker