

Marketing Specialist

Plan and run the campaigns that get a product in front of people, then prove with numbers whether it worked.

TYPICAL PAY

\$78,760

a year, full time

PAY RANGE

\$43k to \$155k

starting to experienced

TIME TO QUALIFY

2 to 4 years

after high school

DEMAND

Very high

job outlook

LICENCE NEEDED

No

anyone can do it

WHERE YOU WORK

Agencies, in-house marketing teams, nonprofits, startups, remote

How you get there

- 1 High school** Grades 11 and 12
English, business and statistics. Run the social media for a team, a club or a small local business and keep the numbers.
- 2 Bachelor's degree** 4 years
Marketing, communications, business or English. Employers care more about the internship you did than the major you picked.
- 3 Internship or a real side project** During school
An agency summer, a campus job, or one small business whose email list and ads you genuinely improved.
- 4 Coordinator** 1 to 2 years
Scheduling posts, building emails, loading ad campaigns, pulling weekly reports. Grunt work that teaches you the tools.
- 5 Specialist and then manager** Year 3 onward
Pick a channel and go deep: paid media, lifecycle email, content or brand. Own a budget and a target.

Pros and cons

- + You can enter on proof of work instead of a specific degree
- + Remote work is normal
- + Results are measurable, so good work is visible
- The same measurability means bad quarters are visible too
- Platforms and tools change constantly and you have to keep relearning
- Junior roles are crowded and the pay starts low

Optional boosts

Paid media. Lifecycle and email. Search engine optimization. Marketing analytics.

Good to know

Your salary data is shared with researchers

Federal wage data counts marketing specialists and market research analysts as one occupation. If you look up marketing salaries you are seeing a blended figure covering people doing two fairly different jobs.

The certifications are short on purpose

The American Marketing Association's certified marketer programs run from about 15 hours of online learning for content marketing to 40 modules for the advanced digital track. They are built to be finished...

Where these numbers come from

My Next Move: Market Research Analysts and Marketing Specialists
American Marketing Association certifications
Insights Association: career advancement and certificates
McCombs School of Business, University of Texas at Austin

Numbers checked September 2026. Pay figures are typical full-time annual amounts in United States dollars, based on Bureau of Labor Statistics wage data and published pay scales. They vary by state, employer and experience. Tuition is for in-state students at public schools unless the card says otherwise. Sources, links and the click-through version: <https://career.help/us/careers/marketing-specialist>



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