

NEW HAMPSHIRE CAREER PLANNING GUIDE 2020-2030

Marketing Cluster Occupation, SOC Code, and Description	NH Occupational Projections					Future Outlook	2021 Wage Entry Level Median	Usual Entry-Level Preparation			Apprentice	Military	NH License	Holland Interests			Career Pathways
	Employment		Avg. Annual Openings		Total			Education	Experience	Training				1 st	2 nd	3 rd	
	2020	2030	Exits	Transfers													
Advertising and Promotions Managers (11-2011): Plan, direct, or coordinate advertising policies and programs or produce materials such as posters, contests, or coupons to create interest in the purchase of a product or service.	57	65	1	5	7	↗	\$11.88 \$38.62	Bachelor's degree	Less than 5 years	None				E	A	C	Marketing Management
Advertising Sales Agents (41-3011): Sell or solicit advertising space, time, or media in publications, signage, TV, radio, or Internet establishments or public spaces.	321	308	10	29	38	↗	\$12.95 \$23.31	High school diploma or equivalent	None	Moderate-term OJT				E	C	A	Professional Sales
Buyers and Purchasing Agents (13-1020): Buy or purchase products for further processing, resale to wholesale or retail consumers, or for necessary operation of an establishment. May purchase farm products; machinery, tools, parts, supplies, or services; merchandise or commodities; or raw or semi-finished materials for manufacturing.	2,328	2,257	78	147	218	↗	\$23.46 \$30.51	Bachelor's degree	None	Moderate-term OJT	★	★		E	C		Merchandising
Cashiers (41-2011): Receive and disburse money in establishments other than financial institutions. May use electronic scanners, cash registers, or related equipment. May process credit or debit card transactions and validate checks.	20,437	18,535	1,658	1,866	3,334	↗	\$10.46 \$11.61	No formal educational credential	None	Short-term OJT				C	E		Professional Sales
Counter and Rental Clerks (41-2021): Receive orders, generally in person, for repairs, rentals, and services. May describe available options, compute cost, and accept payment.	2,071	2,267	97	149	266	↑	\$12.50 \$17.93	No formal educational credential	None	Short-term OJT				C	E		Professional Sales
Demonstrators and Product Promoters (41-9011): Demonstrate merchandise and answer questions for the purpose of creating public interest in buying the product. May sell demonstrated merchandise.	149	155	17	10	28	↗	\$13.38 \$17.03	No formal educational credential	None	Short-term OJT				E	C	R	Professional Sales
Driver/Sales Workers (53-3031): Drive truck or other vehicle over established routes or within a set territory and sell or deliver goods such as food products, including restaurant take-out; or pick up or deliver items such as commercial laundry. May take orders, collect payment, or stock merchandise.	2,413	2,927	109	181	341	↑	\$9.06 \$13.64	High school diploma or equivalent	None	Short-term OJT				R	E		Professional Sales
First-Line Supervisors of Non-Retail Sales Workers (41-1012): Directly supervise and coordinate activities of sales workers other than retail sales workers. May perform duties such as budgeting, accounting, and personnel work, in addition to supervisory duties.	2,318	2,245	66	136	195	↗	\$27.55 \$46.23	High school diploma or equivalent	Less than 5 years	None				E	C	S	Professional Sales
First-Line Supervisors of Retail Sales Workers (41-1011): Directly supervise and coordinate activities of retail sales workers in an establishment or department. Duties may include management functions such as purchasing, budgeting, accounting, and personnel work, in addition to supervisory duties.	7,885	7,396	270	529	750	↗	\$15.59 \$22.11	High school diploma or equivalent	Less than 5 years	None	★	★		E	C	S	Professional Sales
Fundraisers (13-1131): Organize activities to raise funds or otherwise solicit and gather monetary donations or other gifts for an organization. May design and produce promotional materials. May also raise awareness of the organization's work, goals, and financial needs.	626	727	21	43	74	↑	\$20.02 \$29.02	Bachelor's degree	None	None				E	C	A	Marketing Communications
Market Research Analysts and Marketing Specialists (13-1161): Research market conditions, or gather information to determine potential sales of a product or service, or create a marketing campaign. May gather information on competitors, prices, sales, and methods of marketing and distribution.	2,561	3,157	68	209	337	↑	\$20.07 \$30.51	Bachelor's degree	None	None	★	★		I	E	C	Marketing Research

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Marketing Managers (11-2021): Plan, direct, or coordinate marketing policies and programs, such as determining the demand for products and services offered by a firm and its competitors, and identify potential customers. Develop pricing strategies, oversee product development, or monitor trends.	1,292	1,424	27	86	126	↑	\$43.07 \$62.00	Bachelor's degree	5 years or more	None			E	C		Marketing Management	
Meeting, Convention, and Event Planners (13-1121): Coordinate activities of staff, convention personnel, or clients to make arrangements for group meetings, events, or conventions.	459	535	15	36	59	↑	\$16.78 \$23.27	Bachelor's degree	None	None			E	C	S	Marketing Communications	
Merchandise Displayers and Window Trimmers (27-1026): Plan and erect commercial displays, such as those in windows and interiors of retail stores and at trade exhibitions.	542	544	17	32	49	↗	\$13.69 \$17.65	High school diploma or equivalent	None	Short-term OJT	★		A	E	R	Merchandising	
Parts Salespersons (41-2022): Sell spare and replacement parts and equipment in repair shop or parts store.	1,207	1,305	53	96	159	↑	\$13.06 \$17.52	No formal educational credential	None	Moderate-term OJT	★		E	C	R	Professional Sales	
Property, Real Estate, and Community Association Managers (11-9141): Plan, direct, or coordinate the selling, buying, leasing, or governance activities of commercial, industrial, or residential real estate properties. Manage homeowner or condo associations, rented or leased housing, or rights-of-way.	975	1,020	38	38	80	↗	\$17.90 \$28.65	High school diploma or equivalent	Less than 5 years	None	★		E	C		Marketing Management	
Public Relations and Fundraising Managers (11-2031): Plan, direct, or coordinate activities designed to create or maintain a favorable public image or raise issue awareness for an organization or client; or plan, direct, or coordinate activities to solicit and maintain funds for nonprofits.	670	738	18	40	65	↑	n/a n/a	Bachelor's degree	5 years or more	None		★	E	S	A	Marketing Management	
Public Relations Specialists (27-3031): Engage in promoting or creating an intended public image for individuals, groups, or organizations. May write or select material for release to various communications media.	1,123	1,246	30	78	120	↑	\$19.01 \$29.47	Bachelor's degree	None	None	★	★	E	A	S	Marketing Communications	
Real Estate Brokers (41-9021): Operate real estate office, or work for commercial real estate firm, overseeing real estate transactions. Other duties usually include selling real estate or renting properties and arranging loans.	226	239	10	10	21	↘	\$19.57 \$38.32	High school diploma or equivalent	Less than 5 years	None		★	E	C		Professional Sales	
Real Estate Sales Agents (41-9022): Rent, buy, or sell property for clients. Perform duties such as study property listings, interview prospective clients, accompany clients to property site, discuss conditions of sale, and draw up real estate contracts. Includes agents who represent buyer.	565	598	24	26	53	↗	\$15.67 \$22.66	High school diploma or equivalent	None	Moderate-term OJT		★	E	C		Professional Sales	
Retail Salespersons (41-2031): Sell merchandise, such as furniture, motor vehicles, appliances, or apparel to consumers.	20,854	20,030	1,143	1,688	2,749	↗	\$11.05 \$14.13	No formal educational credential	None	Short-term OJT		★	E	C		Professional Sales	
Sales and Related Workers, All Other (41-9099): All sales and related workers not listed separately.	n	n	n	n	n	↗	\$13.48 \$14.35	High school diploma or equivalent	None	None		★	E	R	S	Professional Sales	
Sales Engineers (41-9031): Sell business goods or services, the selling of which requires a technical background equivalent to a baccalaureate degree in engineering. Excludes Engineers whose primary function is not marketing or sales.	456	492	10	39	53	↑	\$37.35 \$59.25	Bachelor's degree	None	Moderate-term OJT			E	R	I	Professional Sales	

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Sales Managers (11-2022): Plan, direct, or coordinate the distribution or movement of a product or service to customers. Coordinate sales distribution by setting sales territories, quotas, and goals, and establish training programs for sales reps. Analyze sales statistics and customer preferences.	1,722	1,850	36	113	162	↑	\$39.04 \$72.54	Bachelor's degree	Less than 5 years	None				E	C		Marketing Management
Sales Representatives of Services, Except Advertising, Insurance, Financial Services, and Travel (41-3091): Sell services to individuals or businesses. May describe options or resolve client problems.	4,223	4,597	111	388	536	↑	\$19.94 \$37.27	High school diploma or equivalent	None	Moderate-term OJT				E	S	A	Professional Sales
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products (41-4012): Sell goods for wholesalers or manufacturers to businesses or groups of individuals. Work requires substantial knowledge of items sold.	7,119	7,427	215	491	737	↗	\$18.99 \$30.39	High school diploma or equivalent	None	Moderate-term OJT				C	E		Professional Sales
Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products (41-4011): Sell goods for wholesalers or manufacturers where technical or scientific knowledge is required in such areas as biology, engineering, chemistry, and electronics, normally obtained from at least two years of postsecondary education.	2,306	2,539	72	164	259	↑	\$22.12 \$39.40	Bachelor's degree	None	Moderate-term OJT	★			E	C		Professional Sales
Telemarketers (41-9041): Solicit donations or orders for goods or services over the telephone.	539	458	23	51	66	↗	\$11.43 \$14.55	No formal educational credential	None	Short-term OJT				E	C		Professional Sales