

MARKETING MANAGEMENT

POTENTIAL EARNINGS

MEDIAN ANNUAL WAGE
\$55,088

TOP 10%
\$90,000



MARKETING & SALES OPERATIONS

THIS IS HOSPITALITY

OVERVIEW

Marketing and Sales Operations covers a broad range of responsibilities, from eCommerce to brand marketing. Managers are expected to understand the company's brand and services and where they fit into the marketplace.

CAREER OUTLOOK

A more global marketplace is creating more competition and is changing the landscape, demanding companies to understand the increasing channels to reach customers and find ways to build brand loyalty.

CHOOSE YOUR PATH



**MARKETING COMMUNICATION MANAGEMENT | CORPORATE SALES MANAGEMENT
MARKETING SERVICES | ECOMMERCE MANAGEMENT | SOCIAL MEDIA MANAGEMENT | BRAND MARKETING
REVENUE MANAGEMENT & PRICING | MARKET & CONSUMER RESEARCH & ANALYTICS**



WHY HOSPITALITY?

The hospitality industry is constantly on the move. Jam to music in the kitchen during downtimes or grab a bite to eat with your team members after a night of serving guests.

A flexible schedule allows you time to pursue other interests like furthering your education, spending time with your family, or enjoying your hobbies.

Build strong relationships with your co-workers while working in an industry known for promoting from within. Hospitality is an "earn while you learn" environment. The industry are your mentors and teachers as you develop your passion and skills to build career pathways and find your best fit.

SKILLS YOU NEED

BUSINESS

- Understanding industry trends and the ability to interpret data to target the right geographic areas and demographics.
- Develop strategies and sales goals.
- Ability to astutely choose between proposed advertising and marketing strategies.

COMMUNICATION & CUSTOMER SERVICE

- Leading and motivating a sales team.
- Coordinating communication between internal and external teams.
- Generating new and imaginative ideas.



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Explore NH Careers is the one-stop spot for the hospitality industry and all it has to offer in the Granite State. Visit www.explorenhcareers.com to choose YOUR path.