

# Digital Marketing Specialist

Digital Marketing Specialists are responsible for researching market conditions in local, regional, national, and online sectors. In order to benefit forest industry companies they must gather information to determine potential sales of products and services as well as plan marketing and advertising campaigns. They may gather information on competitors, prices, sales, and methods of marketing and distribution.

Other job titles include: Market Research Consultant, Business Development Specialist, Communications Specialist, Demographic Analyst.

## Education & Training

Most of these occupations require a four-year bachelor's degree, but some do not.

## Salary

National Average Salary

\$38,280 - \$131,850

National Average Hourly

\$18.40 - \$63.39



This job may be right for you if your interests include: investigative, enterprising & conventionals.



This job may be right for you if your skills include: critical thinking, reading comprehension & writing.



This job may be right for you if your values include: achievement, working conditions & support.

