

# Industry Spotlight: Marketing & Communications

Digital technology has transformed the Marketing and Communications industry. As trends in media consumption continue to evolve, so too must the modern marketer. Are you ready to make your next move in this dynamic space?

When consumer attention turned to digital devices, digital content became a focal point of the Marketing and Communications industry. Even the traditional advertising agency model was forced to adapt. A study from global media research company PQ Media shows content marketing is on track to become a [US\\$313 billion industry](#) by 2019.

The latest data from SEEK Employment Trends shows opportunities in Marketing and Communications rose by 2% year-on-year and the average advertised salary was \$88,002. Meanwhile, job prospects in the Advertising, Arts and Media industry grew by 3% year-on-year and the average advertised salary was \$77,736.

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- **Digital content and the modern marketer.** There were more job opportunities across the majority of roles in Marketing and Communications in January. Brand management, for example, grew by 13% compared to the same time last year while trade marketing increased by 24% and general marketing communication roles were up by 5% over the same period.

David Valks, Business Manager at Become Recruitment, which specialises in advertising, digital and media recruitment, says content marketing is making an impact across all roles. If you have proven skills in this area, he says you'll be in strong demand in both the Marketing and Advertising industries.

“Digital communication has created a big shift,” he says. “I think a lot of ad agencies have led with a TV campaign and then rolled it out across digital platforms as sort of an afterthought. You'd maybe get a clip of a TV ad on a Facebook page, for example. Now we're seeing a move toward leading with the digital experience and that's where the content marketing agencies are performing well.”

One content marketing agency with a strong focus on strategy is Red Engine SCC. The agency has experienced rapid growth since launching five years ago and earned a place on last year's BRW Fast Starters list. It now employs around 40 people across its Sydney and Melbourne offices.

“I started the business in my living room and then built it from there,” explains founder and CEO Julian Townley. “Media is evolving at such a rapid pace and we saw the opportunity that traditional agencies weren't keeping pace with the way people were consuming it. The gap just kept widening and we created a different model of agency that was more aligned with the modern marketer. The rate of change in social media, for example, is just mind-boggling. Content is a fantastic way to have a richer dialogue with your audience and your consumers.”

- **Knowing your audience.** Traditional advertising agencies have been forced to adapt to the changing media landscape and Valks says some have done this better than others. “A lot of the smaller players have done pretty well because they've been nimble enough to offer more integrated campaigns. A lot of the bigger agencies have struggled to adapt to a greater focus on digital because it requires changing the mentality from the top down, and that can be hard.”

One agency meeting the challenge is Clemenger Group. Formed in 1946, the agency is now made up of more than 20 companies ranging from advertising to marketing, public relations and research.

Kim Boehm, Clemenger Group Director of Talent Management and Marketing, broadly defines the business as a marketing communications company. He links its success with a strong understanding of consumer behaviour. “A lot of companies jumped into digital during the dot.com era and got a false start,” he says. “There's a maze of different kinds of media opportunities but you've just got to look at where consumers are getting their information and entertainment. Watch them, study them and then make sure you're able to provide the materials that populate those spaces.”

- **Making your mark.** Clemenger looks for candidates who are passionate about producing creative campaigns. “Our whole business is built around passion for the work,” explains Boehm. “This can make it a hard place to work sometimes because the higher we set our standards, the harder it can be in some

respects. But there is such a buzz in our business when great work gets done, when we win awards or create great campaigns. That's just hugely satisfying for our people.”

At Red Engine SCC, Townley explains the company has a culture where talent can prosper and grow. It has thorough induction processes, development plans and encourages entrepreneurial thinking.

“Candidates need to have spent time in a digital world and it needs to be second nature to them,” he says. “Experience in traditional ad agencies is useful, but it has to be accompanied by a good understanding of digital content. Video is also increasingly relevant in the content marketing space, so skills in this area are good to have.”

Adaptability is also an essential skill for a modern marketer, adds Townley. “It’s not about set-and-forget campaigns anymore. It’s all about optimisation and pivoting and changing, so we’ve got a very dynamic agency environment to allow for that.”

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