

Quick Summary:

This article details ten common **entry level marketing jobs**, such as a Marketing Assistant, Marketing Analyst, PR Coordinator, Social Media Manager, and SEO Specialist. Each role includes specific responsibilities, from content creation to data analysis. To find these jobs, leverage job platforms, follow companies on social media, network in industry groups, and consider digital marketing training bootcamp programs like JobPrepped.



10 Best **Entry Level** Marketing Jobs

Get training and work experience for the best **Entry Level Marketing Jobs** today.
Enroll for Just \$699. Get started here [👉 www.jobprepped.com](https://www.jobprepped.com)

What are the most common entry level marketing jobs?

Digital marketing is a field with many different career paths. If you're a recent graduate of marketing, or a similar field, you may be wondering about the different **marketing agency jobs** available. Below you'll find a description of the most common roles and tips for finding the best **marketing and communications jobs**.

1. Marketing Assistant

Marketing assistants aid the marketing team in planning, executing, and monitoring the performance of various marketing campaigns and programs.

Responsibilities include:

- Assisting marketing managers in the development and execution of marketing campaigns
- Creating content for various platforms, including social media, emails, and websites
- Developing marketing materials
- Providing support to the marketing team on various projects
- Analyzing data to measure campaign performance
- Organizing and coordinating marketing events

2. Marketing Analyst

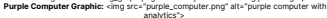
Marketing analysts conduct research, analyze data points, and provide reports on an organization's audience, consumers, competitors, industry landscape, and marketing initiatives.

Responsibilities include:

- Gathering and analyzing data on consumers, competitors, and industry trends
- Assessing and reporting on marketing campaign effectiveness and performance
- Crafting reports to communicate data insights
- Formulating research proposals
- Executing research projects

Image Alt Text:

Cover:  alt="entry level marketing job with graph">

Purple Computer Graphic:  alt="purple computer with analytics">

Graphic Beside:  alt="man looking at analytics graphic">



3. Public Relations (PR) or Communications Coordinator

A public relations (PR) or communications coordinator assists PR or communications managers in promoting and developing the public's perception of an organization through content creation, public appearances, press releases, and media opportunities for the company's executives. **Digital marketing entry level jobs** in PR tend to be better for extroverted personalities.

Responsibilities include:

- Monitoring and analyzing press coverage for the organization
- Creating reports and initiatives for PR coverage
- Creating new material for press releases
- Managing contact lists for media outlets
- Researching publications, reporters and trends in the industry
- Tracking opportunities for press and engagement events for executives

4. Social Media Manager

Social Media managers assist in developing online content to enhance an organization's digital presence. They also monitor engagement and interact with a company's followers.

Responsibilities include:

- Generating diverse content for social media platforms
- Recognizing trends and growth opportunities
- Formulating a social media strategy
- Evaluating outcomes from social and digital marketing campaigns



Image Alt Text:

5. Email Marketing Manager

Email marketing managers aid in engaging audiences, boosting brand awareness, and achieving other marketing objectives through email communications.

Responsibilities include:

- Supporting email strategy and development
- Creating and maintaining contact lists
- Overseeing the design and content of email campaigns
- Conducting tests on email messaging, copywriting, and design
- Analyzing and reporting the performance of a company's email strategy

6. SEO Specialist

A search engine optimization (SEO) specialist enhances the search engine performance of an organization's online content and web pages.

Responsibilities include:

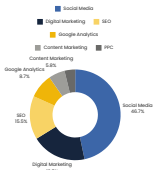
- Conducting SERP Analysis and Keyword Research for web content
- Establishing goals for click-through rates (CTR), conversions on website, and traffic
- Monitoring and evaluating the search engine performance of web pages
- Tracking trends and SEO strategies for keywords in search engines
- Partnering with content creators and bloggers
- Crafting content to enhance SEO effectiveness



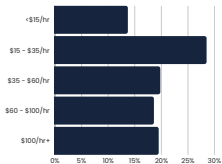
Image Alt Text:

ENTRY LEVEL MARKETING JOB TRENDS

of Job Listings Per Keyword



Average Hourly Rate in USA



Additional Stats

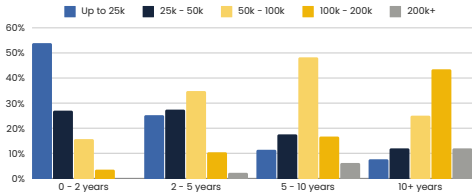


Source: Indeed.com, June 2015
Research by Fractl and Moz

Source: Stacked Marketer, 2024

Source: Stacked Marketer, 2024

Average Digital Marketing Annual Salary in USA (with Years of Experience)



Source: Stacked Marketer, 2024

JobPrepped

Image Alt Text:

Cover:

7. Content or Copywriter Marketer

Content marketers and copywriters contribute to planning and development of an organization's marketing strategy and content materials. These types of **marketing and communications jobs** are better for introverts.

Responsibilities include:

- Participating in content planning strategies
- Conducting research on an organization's audience, market trends and industry
- Generating engaging content to captivate audiences
- Crafting content across various outlets: blogs, social media, and videos
- Monitoring content performance metrics like page views and click-through rates
- Supporting SEO marketing efforts

8. Media Assistant

A media assistant helps in the planning and execution of advertising campaigns across digital, print, and broadcast media channels.

Responsibilities include:

- Overseeing advertising contracts, invoicing, and budgets
- Supporting media campaign planning
- Monitoring media placements to ensure optimization
- Extracting and analyzing data reports
- Investigation into audiences and media channels



Image Alt Text:

Cover:

9. Account Coordinator

Usually found in marketing agencies, an account coordinator assists in managing client accounts and campaigns. **Entry level digital marketing jobs** in account management work well for extroverts.

Responsibilities include:

- Acting as the primary contact for clients
- Researching for potential accounts and pursuing leads
- Maintaining client databases
- Drafting up proposals for sales department
- Scheduling meetings for account managers
- Developing promotional materials for presentations and demonstrations

10. Sales Representative

Usually found in marketing agencies, an account coordinator assists in managing client accounts and campaigns. A sales representative seeks out and pursues new clients or customers for an organization. They also act as the main point of contact for potential clients.

Responsibilities include:

- Conducting research and creating leads for potential clients or customers
- Initiating contact with prospects through cold calls and emails
- Establishing relationships with new and potential clients
- Delivering sales presentations for products or services
- Achieving consistent sales targets



Image Alt Text:

Cover:

What are the top **entry level marketing jobs**?

The best entry level **digital marketing jobs** are based on your interests and skills. The ideal **entry level marketing jobs** align with your strengths and career aspirations.

For example, if you excel at customer service and enjoy interacting with others, roles like a public relations or an account coordinator might be suitable. On the other hand, if you thrive on creativity and prefer focusing on content creation, positions such as a marketing assistant or social media coordinator could be a good fit.

How to find **entry level digital marketing jobs** with JobPrepped?

Follow these steps to find the best **marketing and communications jobs**.

- Include the types of marketing roles you're interested in under the job preferences section of your employment profiles (Indeed, LinkedIn, etc)
- Save jobs you're interested in to receive important notifications and to see similar **entry level marketing jobs** in your recommendations.
- Follow your preferred employers on social media to get immediate updates on **marketing and communications jobs** within their company. Sign up to their newsletter to gain important insight into their marketing initiatives. You can then mention any improvements you would make in an interview to show that you're a go-getter, and ultimately the best candidate for the job.
- Network, by joining job hunting Facebook or LinkedIn Groups, and connect with professional recruiters that can help you in your journey to find the best fit for you.
- **Need more help? Enroll today for only \$699 in JobPrepped's Digital Marketing Training + Get You Hired Program. The only Digital Marketing Bootcamp that gives you the work experience needed to get your dream job.**

Enroll today for Just \$699. Get started here [👉 www.jobprepped.com](https://www.jobprepped.com)

JobPrepped

Image Alt Text:

Cover: