



# INDUSTRIES

- IT-BPM
- Manufacturing
- Public Administration and Defense
- Compulsory Social Security
- Ownership, Dwellings and Real Estate
- Wholesale and Retail Trade



6F First Intramuros BF Condominium  
Solana St. cor. A. Soriano Ave.  
Intramuros, Manila



(02) 8527 2539



ble.dole.gov.ph  
careerinfo.ph  
facebook.com/BLEinfo

Career  
Information  
Pamphlet  
Series of 2022

This Career Information Pamphlet aims to provide relevant and useful information in exploring career options and prospects in various industries considering the current landscape in the world of work.

The CIPs intend to guide job seekers, professionals, researchers, and policymakers on the nature of various jobs, educational requirements, skills and competencies, relevant attributes, employment opportunities, and the cost of training.

Actual requirements may vary based on the hiring institution's/ organization's discretion.



# Digital Marketer/ Digital Marketing Specialist

Republic of the Philippines  
DEPARTMENT OF LABOR AND EMPLOYMENT  
Bureau of Local Employment  
Intramuros, Manila



Republic of the Philippines  
DEPARTMENT OF LABOR AND EMPLOYMENT  
Bureau of Local Employment  
Intramuros, Manila





## QUALIFICATIONS

At least a Bachelor's degree in Marketing, Business Administration, English, or other fields relevant to promoting a business's products and services that will enhance the ability to create original content. Work experience in sales and customer service will also be an advantage.



## COMPETENCIES

Knowledge, Skills and Attributes

### Technical Skills

Knowledge in web coding, marketing automation systems, and content management systems. Ability to use creation tools like Photoshop (or equivalent) and HTML for web and email communications.

### Soft skills

Good communication skills, Strategic, Innovative, and Analytical skills.

## COST OF EDUCATION AND TRAINING



### Public/State University and College average per semester

By the virtue of Republic Act No. 1093, Free tuition fee is expected for all state universities and colleges.

### Private University/College average per semester

Php 44,000



## EMPLOYMENT PROSPECTS

Career opportunities in the field of Digital Marketing job title include:

Account Manager, Advertising Manager, Analytics Manager, Blogger, Chief Marketing Officer, Content Marketer, Digital Media Director, Digital Marketing Analyst, Digital Optimization Analyst, Digital Sales Director, Director of Internet Marketing, Director of Web Analytics, eCommerce Manager.

## PROSPECTS FOR CAREER ADVANCEMENT

An individual that started from a junior role and gained concrete experience in the field may have the opportunity to higher positions like digital marketing executive, coordinator, or manager in 5 years.

There is a required competence and experience to further progress in a senior marketing role. Managing accounts, strategy, and digital marketing campaigns will be included in the major responsibilities when one reaches the digital account director level.

Handling budgets, training, and mentoring junior members of the team will also be some of the additional responsibilities.



## AVERAGE MONTHLY SALARY

ENTRY LEVEL	Php 19,000
MID - LEVEL	Php 26,000
SENIOR LEVEL	Php 32,000