



Climb the Ladder to Marketing Director Jobs

The most common way to reach a higher level in any industry is to start at the bottom and work your way up. You earn more respect from your colleagues who will become your subordinates which means they are more likely to follow your direction. With marketing jobs, nothing is different. People interested in marketing director jobs or other marketing manager jobs should know their craft and get their experience working in sales marketing jobs or some other, lower-level marketing job. This way, they know what it is like to be a subordinate and will know how to better treat and lead others in that position.

Marketing director jobs usually entail leading marketing teams. You will be given an objective or a product, and it will be your job to get the team to put all their heads together and come up with enough great ideas to pitch to the client. You will need to have great organizational skills and be able to lead people to accomplish their best. If you can bring the best out in your subordinates, you are more likely to reach a level of synergy, which is exactly what you will need to be successful in this field.

Marketing directors usually need a bachelor's degree in communications, marketing, advertising, or something closely related. You will also need to have some experience in the real market. This could be as an intern or as a lower-level employee. If you begin working at a marketing firm on the ground level, this is always a good way to start. The more experience you have, the better, but it is generally required to have at least two years of experience before you can become the marketing director of a team.

Salaries can vary depending on how much experience you have when you enter the field. If you have only got the bare minimum two years' experience, you can expect a salary

starting at \$45,000 a year. Most salaries for marketing directors range from \$45,000 to \$60,000 a year. However, if you assert yourself from the ground level and really impress your boss with great ideas and great leadership skills, you might start your new job with a little more.

When you begin a director job with all the experience of the lower-level jobs, you know exactly what needs to be done and by whom. You know what should be expected of each person and you know how to help them when they are facing specific problems. You also know how they will want to be treated. You will simply remember what it was like to be in their shoes and how you did or did not like the treatment you received from your director. It is a great way to get your feet wet in the business and look at the position you covet from the outside. You will get your own ideas of how you will be better than the person currently filling it, and when you get the job, you just might be better at it than they were.

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