

OWN YOUR OWN APTITUDE:



Sales & Marketing



These jobs involve planning, managing, and performing marketing activities to reach company goals, and can look like:

High School or Equivalent	Bachelor's Degree (4 years)	
First-Line Supervisors of Retail Sales Workers \$18.16/hr 2,154 openings	Public Relations Specialists \$26.65/hr 183 openings	Public Relations and Fundraising Managers \$45.02/hr 40 openings
Sales Representatives, Wholesale and Manufacturing \$31.31/hr 2,134 openings	Sales Representatives, Wholesale & Manufacturing, Technical and Scientific Products \$42.50/hr 151 openings	Advertising and Promotions Managers \$39.37/hr 12 openings
Real Estate Sales Agents \$24.84/hr 423 openings	Market Research Analysts and Marketing Specialists \$27.47/hr 679 openings	
Real Estate Brokers \$34.01/hr 117 openings		

Job Postings

IN STARK & TUSCARAWAS COUNTIES

Businesses like **Sherwin Williams**, **Pro Football Hall of Fame**, and **CVS Health** often advertise for these types of jobs and are a good pathway for job seekers who are skilled in sales, customer service and communication.

1,028

Employers in Stark & Tuscarawas Hiring

3,491

Openings in the next 5 years

\$24.06

Average advertised hourly wage

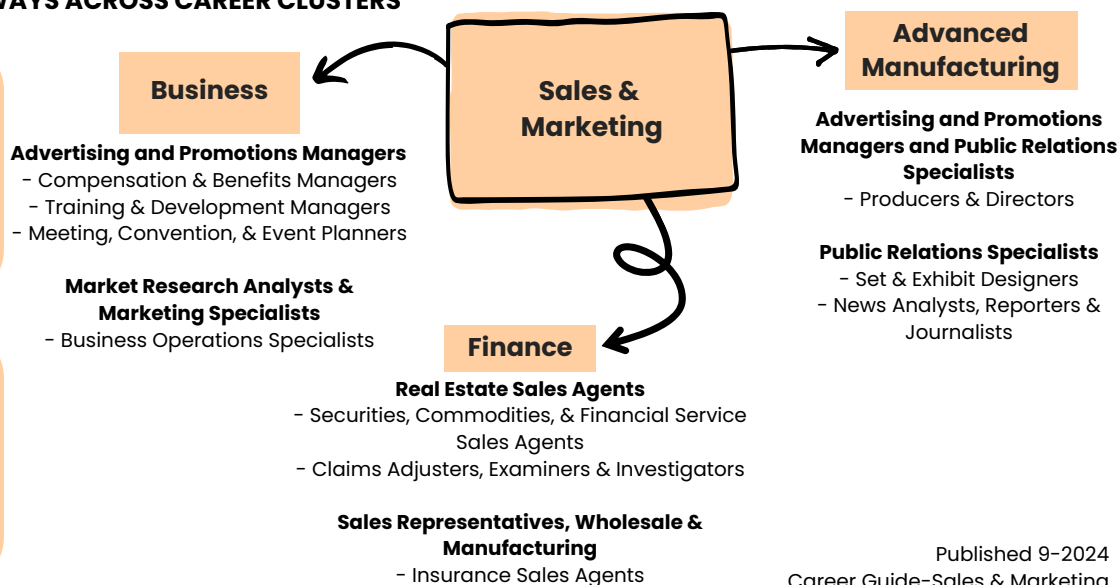


Where Aptitude Meets Interest

SKILLS-BASED PATHWAYS ACROSS CAREER CLUSTERS

One way to bridge the gap in aptitude and interest is through identifying jobs with a **shared foundation of skills and responsibilities.**

Interested in other career clusters? This chart shows how the jobs you have aptitude for can pave the way to in-demand fields.



OWN YOUR OWN APTITUDE:



Sales & Marketing



Local Education & Training

IN SALES & MARKETING

2-year Degrees

- Stark State College

4-year Degrees

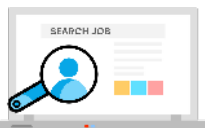
- University of Mount Union
- Walsh University
- Malone University
- Kent State University at Tuscarawas

Apprenticeship

An apprenticeship program allows you to earn a paycheck while you learn a skill or trade.

Visit Ohio's Statewide Registered Apprenticeship Dashboard (see footer) for opportunities in your county, by industry and job.

You can also search the federal database <https://www.apprenticeship.gov>



The Job Search

WHAT TO LOOK FOR & WHERE

Making a Living:

Jobs in this cluster average in pay from \$18.16 - \$59.95 depending on the job & years of experience.

Knowing this comes in handy when thinking about your financial health. In Stark and Tuscarawas counties, one person needs to make above \$18 per hour to support themselves.

Recent job posting in this career cluster from akronjobs.com:

Digital Creative Specialist – Canton, OH – Aultman Hospital

PURPOSE OF POSITION

Responsible for supporting the corporate marketing and communications team in the generation of positive messaging and media publicity. Manages assigned communications for Aultman Health Foundation (AHF) including but not limited to websites, mobile applications, social media and other written content.

RESPONSIBILITIES & EXPECTATIONS

- Implements AHF's digital communication strategy. This includes AHF websites, mobile applications and social media integration across all platforms.
- Maintains a working understanding of SEO, content management systems and website best-practices while guiding the digital communication strategy and implementation.
- Evaluate emerging technologies to provide thought-leadership and knowledgeable perspective for appropriate adoption.
- Assists with development and coordination of marketing/advertising projects and campaigns.
- Works with departments, entities and colleagues to generate positive media publicity.
- Writes and creates content for web and social media. Assists with writing blog posts, website/social media content and various marketing collateral.
- Uses various content management systems to create/edit content on websites and intranet.
- Provides support and guidance for special events such as open houses, grand openings, health fairs and other community events.
- Works with internal and external technical development teams to accomplish goals.
- Collaborates with external vendors to implement and maintain third-party applications that support digital marketing goals.
- Collaborates with internal teams to create and implement engaging content for program-specific web pages and social media campaigns. Optimizes user experience and engagement.

How do I Apply?

Free online resources:
LinkedIn, Indeed, Handshake,
OhioMeansJobs.com

Don't forget to check out local career fairs and job boards in your community through your local OhioMeansJobs Center.

PRO TIP!

Look for jobs that have room for growth in the company and that provide employee benefits.

Access all 16 career cluster guides **HERE!**
omjwork.com/careerguides

