

Marketing

An overhead view of five business professionals in an office meeting around a table. The professionals are dressed in business attire. On the table, there is a laptop, a calculator, a mobile phone, a folder, and various documents. One person is using a calculator, another is looking at a mobile phone, and others are looking at documents or the laptop.

MAIN JOBS IN THIS AREA

- Marketing Assistant
- Brand Manager
- Marketing Manager
- International Marketing Manager
- Ecotourism
- Brand Marketing

Usual entry point

- Marketing Assistant

What would help get a job

- Good appreciation of wine and understanding of the wine industry
- Verbal communication skills
- Mathematical aptitude
- Desktop publishing experience, creativity, art or design courses
- 'Mid-level' Marketing qualification, preferably wine specific e.g. Diploma in Wine Marketing
- Any relevant BA and experience in wine industry such as Cellar Door

What type of work

- Developing brand marketing plans
- Implementing new products, point of sale and marketing materials / campaigns
- Consumer and trade promotions
- Despatch and coordination of press & media releases

What type of training

- Wine Appreciation Course
- Desktop publishing, (Adobe and other software packages)
- Introductory and Advanced Wine Marketing

Opportunities for promotion

- Brand Manager
- Marketing Manager
- International Marketing Manager

What would help you succeed

- Experience as a Marketing Assistant or in Cellar Door
- Marketing Qualifications
- Specialist Wine Marketing courses
- International Wine Marketing courses
- Business Skills / Management
- Any language skills or cultural awareness training for international roles

Related jobs in the field

- Ecotourism
- Brand Marketer

Additional benefits in the work

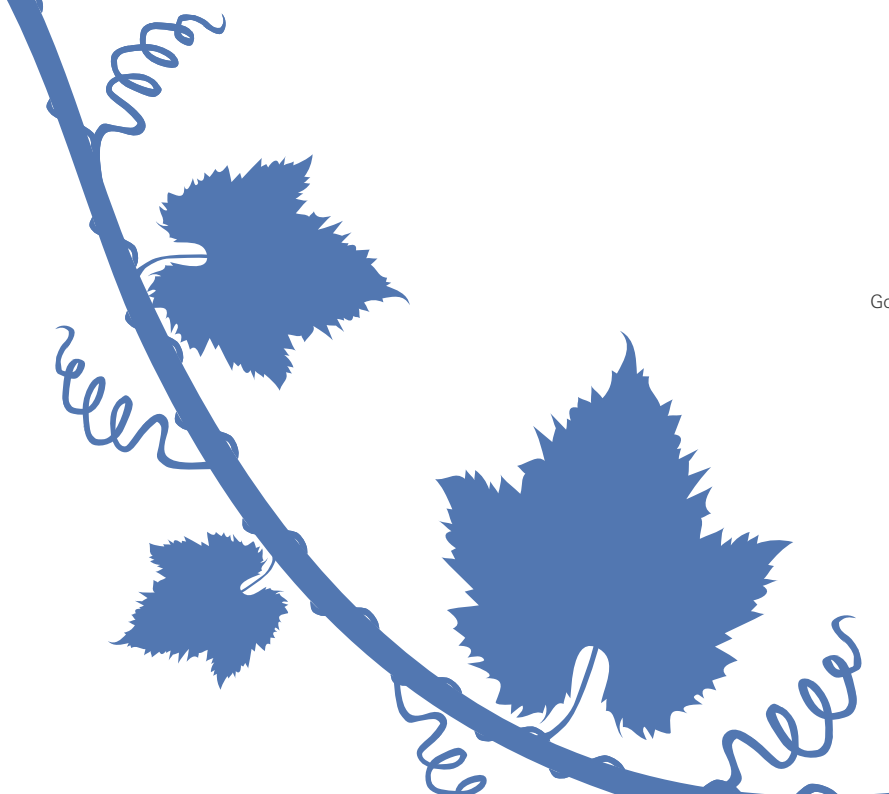
- Opportunities for overseas travel

Wine Industry Career Pathways can be grouped into four main branches:

growing vines and grapes; making wine; marketing and selling wine and storing and distributing wine.



The pathways shown above are not necessarily linear and there are some opportunities for movement between different branches.



This project was completed by Food, Tourism & Hospitality Industry Skills Advisory Council SA Inc (FTH Skills Council) with funding provided by the Government of South Australia through the Department of Further Education, Employment, Science and Technology (South Australia Works program) and the Department of Primary Industries and Resources SA.

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