A photograph of three young adults (two women and one man) looking at a laptop screen. The woman in the center is wearing a black and white striped sweater and red glasses. The woman on the left is wearing a denim jacket and a red and white striped scarf. The man on the right is wearing a plaid shirt. The image is overlaid with a semi-transparent dark grey filter.

# Advertising and Promotions Managers in New York-Newark-Jersey City, NY- NJ-PA

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## What is Emsi Data?

Emsi data is a hybrid dataset derived from official government sources such as the US Census Bureau, Bureau of Economic Analysis, and Bureau of Labor Statistics. Leveraging the unique strengths of each source, our data modeling team creates an authoritative dataset that captures more than 99% of all workers in the United States. This core offering is then enriched with data from online social profiles, resumés, and job postings to give you a complete view of the workforce.

Emsi data is frequently cited in major publications such as *The Atlantic*, *Forbes*, *Harvard Business Review*, *The New York Times*, *The Wall Street Journal*, and *USA Today*.



## Report Parameters

### 1 Occupation

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11-2011 Advertising and Promotions Managers

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### 1 MSA

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35620 New York-Newark-Jersey City, NY-NJ-PA

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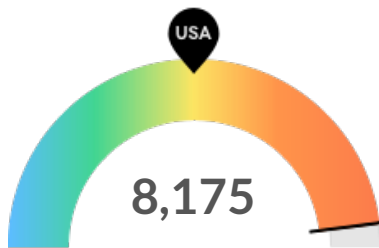
### Class of Worker

QCEW Employees, Non-QCEW Employees, and Self-Employed

The information in this report pertains to the chosen occupation and geographical area.

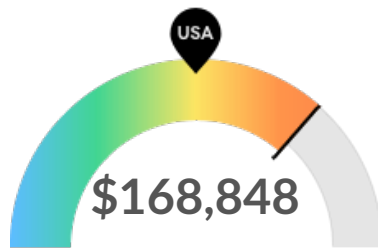
## Executive Summary

### Aggressive Job Posting Demand Over a Deep Supply of Regional Jobs



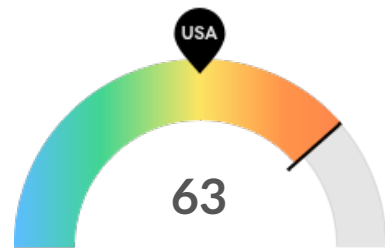
**Jobs (2019)**

New York-Newark-Jersey City, NY-NJ-PA is a hotspot for this kind of job. The national average for an area this size is 1,748\* employees, while there are 8,175 here.



**Compensation**

Earnings are high in New York-Newark-Jersey City, NY-NJ-PA. The national median salary for Advertising and Promotions Managers is \$126,011, compared to \$168,848 here.



**Job Posting Demand**

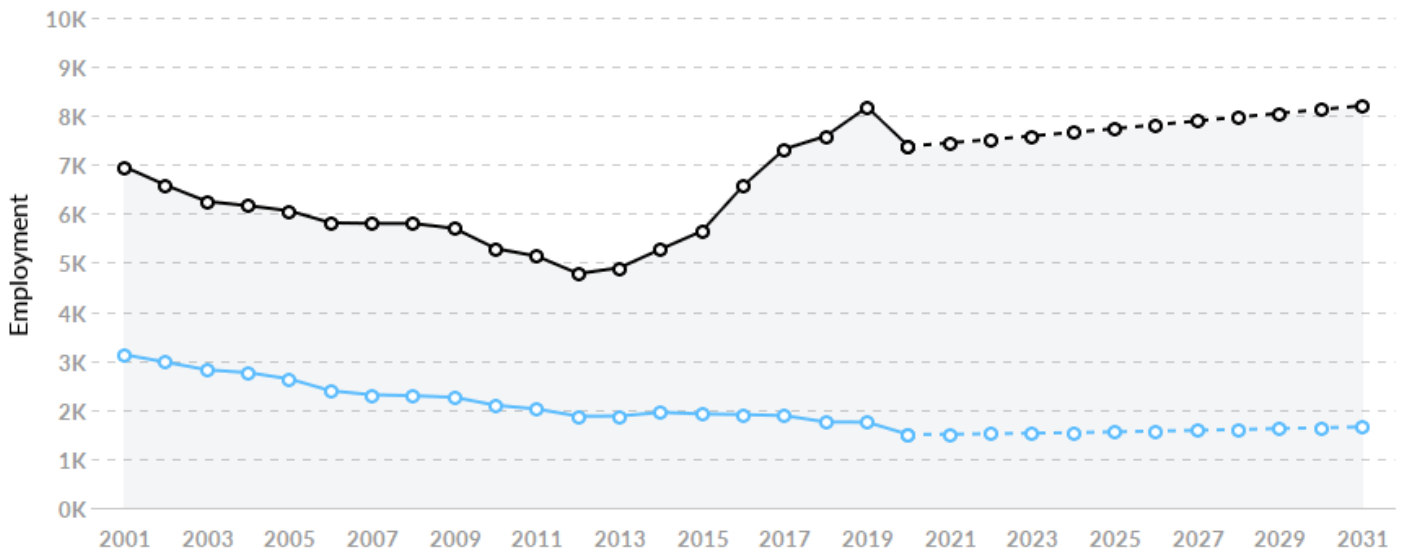
Job posting activity is high in New York-Newark-Jersey City, NY-NJ-PA. The national average for an area this size is 30\* job postings/mo, while there are 63 here.

\*National average values are derived by taking the national value for Advertising and Promotions Managers and scaling it down to account for the difference in overall workforce size between the nation and New York-Newark-Jersey City, NY-NJ-PA. In other words, the values represent the national average adjusted for region size.

# Jobs

## Regional Employment Is Higher Than the National Average

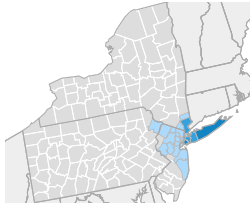
An average area of this size typically has 1,748\* jobs, while there are 8,175 here. This higher than average supply of jobs may make it easier for workers in this field to find employment in your area.



| Region                                  | 2019 Jobs | 2021 Jobs | Change | % Change |
|---|-----------|-----------|--------|----------|
| ● New York-Newark-Jersey City, NY-NJ-PA | 8,175     | 7,445     | -730   | -8.9%    |
| ● National Average                      | 1,748     | 1,502     | -245   | -14.0%   |

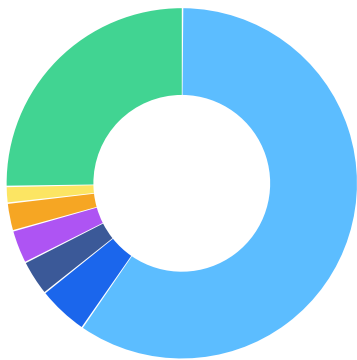
\*National average values are derived by taking the national value for Advertising and Promotions Managers and scaling it down to account for the difference in overall workforce size between the nation and New York-Newark-Jersey City, NY-NJ-PA. In other words, the values represent the national average adjusted for region size.

## Regional Breakdown



| County              | 2019 Jobs |
|---------------------|-----------|
| New York County, NY | 5,946     |
| Suffolk County, NY  | 396       |
| Kings County, NY    | 383       |
| Queens County, NY   | 321       |
| Nassau County, NY   | 315       |

## Most Jobs are Found in the Advertising, Public Relations, and Related Services Industry Sector

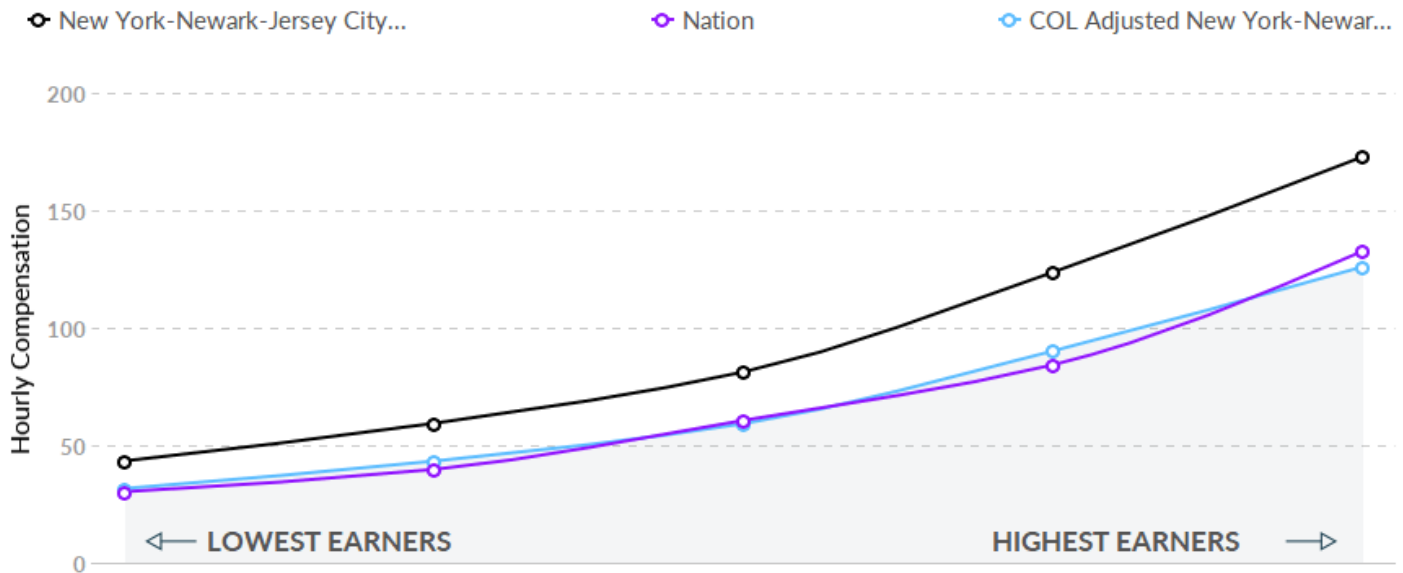


| Industry  | % of Occupation in Industry (2019) |
|---|------------------------------------|
| Advertising, Public Relations, and Related Services       | 59.5%                              |
| Management of Companies and Enterprises                   | 4.7%                               |
| Newspaper, Periodical, Book, and Directory Publishers     | 3.3%                               |
| Other Information Services                                | 3.1%                               |
| Radio and Television Broadcasting                         | 2.6%                               |
| Management, Scientific, and Technical Consulting Services | 1.5%                               |
| Other   | 25.4%                              |

# Compensation

## Regional Compensation Is 34% Higher Than National Compensation

For Advertising and Promotions Managers, the 2020 median wage in New York-Newark-Jersey City, NY-NJ-PA is \$81.18/hr, while the national median wage is \$60.58/hr.





# Job Posting Activity



## 2,279 Unique Job Postings

The number of unique postings for this job from Jan 2019 to Dec 2021.



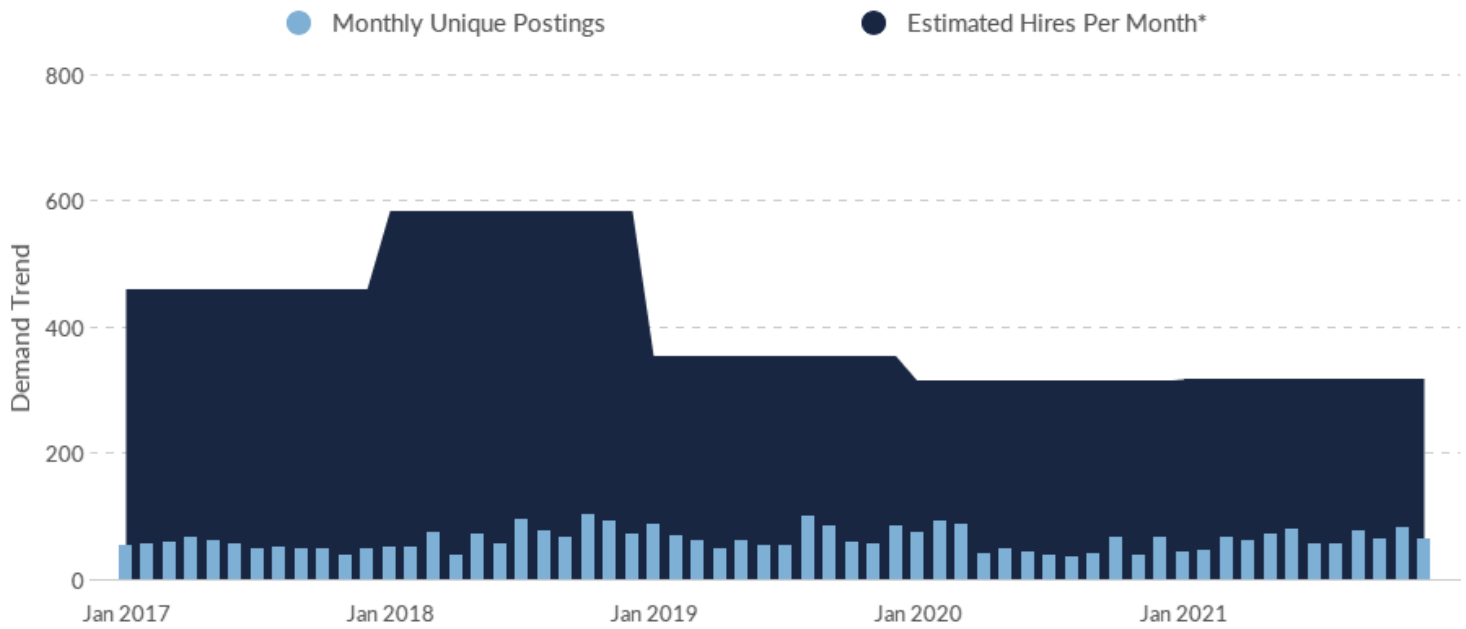
## 605 Employers Competing

All employers in the region who posted for this job from Jan 2019 to Dec 2021.













## More Hires Than Postings

More hires than postings may mean this position is filled via other methods.



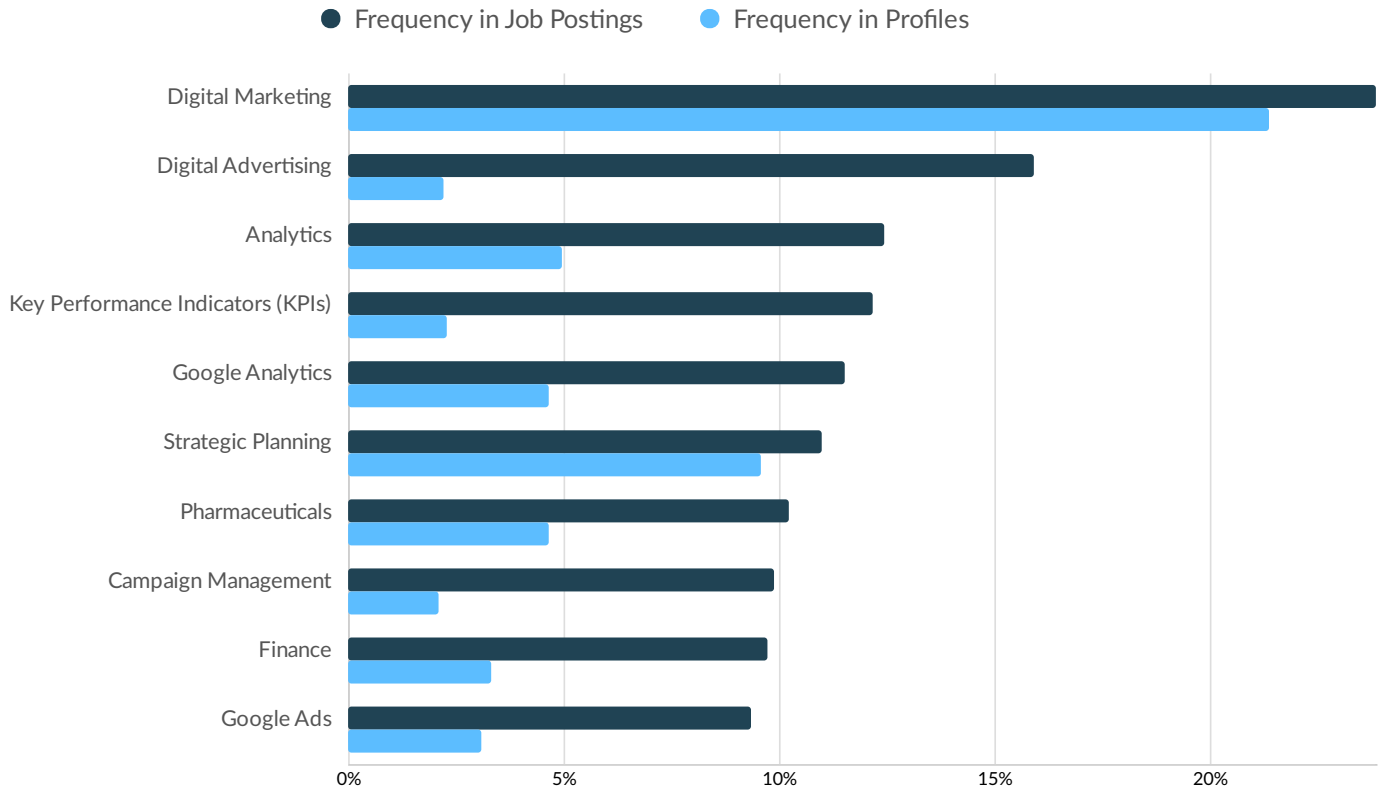
| Occupation                          | Avg Monthly Postings (Jan 2019 - Dec 2021) | Avg Monthly Hires (Jan 2019 - Dec 2021) |
|-------------------------------------|--|---|
| Advertising and Promotions Managers | 63   | 328                                     |

\*A hire is reported by the Quarterly Workforce Indicators when an individual's Social Security Number appears on a company's payroll and was not there the quarter before. Emsi hires are calculated using a combination of Emsi jobs data, information on separation rates from the Bureau of Labor Statistics (BLS), and industry-based hires data from the Census Bureau.

| Top Companies          | Unique Postings  |
|------------------------|--|
| Amazon                 | 94    |
| Robert Half            | 67    |
| Verizon Communications | 34    |
| Deloitte               | 30   |
| Omnicom Health Group   | 29  |
| ExecuNet               | 27  |
| Comcast                | 26  |
| L'Oréal                | 26  |
| FCB Worldwide          | 24  |
| CyberCoders            | 23  |

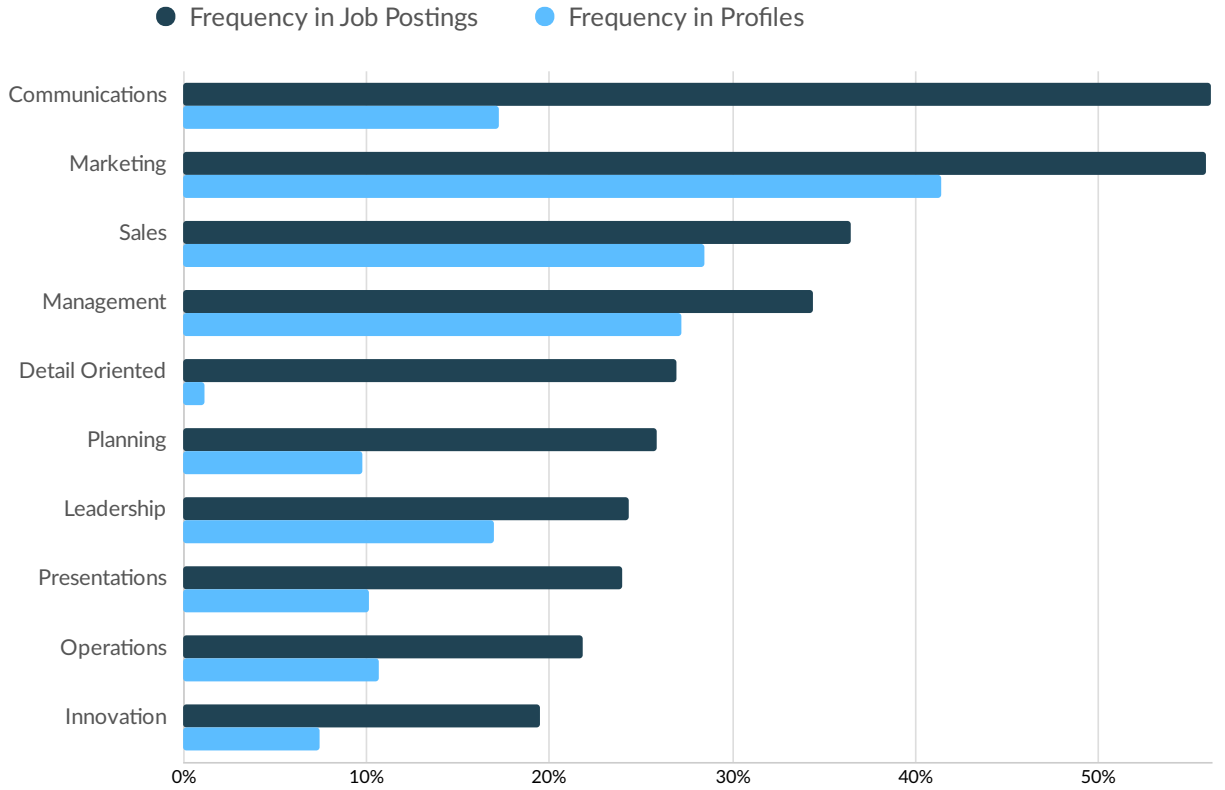
| Top Job Titles                   | Unique Postings  |
|----------------------------------|--|
| Digital Marketing Coordinators   | 391   |
| Campaign Managers                | 121   |
| Group Supervisors                | 99    |
| Advertising Managers             | 98   |
| Ad Operations Managers           | 76  |
| Digital Advertising Managers     | 75  |
| Group Account Supervisors        | 50  |
| Advertising Operations Managers  | 48  |
| Advertising Production Managers  | 36  |
| Content and Advertising Manag... | 36  |

## Top Hard Skills



| Skills                            | Postings | % of Total Postings | Profiles | % of Total Profiles |
|-----------------------------------|----------|---------------------|----------|---------------------|
| Digital Marketing                 | 544      | 24%                 | 923      | 21%                 |
| Digital Advertising               | 363      | 16%                 | 95       | 2%                  |
| Analytics                         | 284      | 12%                 | 215      | 5%                  |
| Key Performance Indicators (KPIs) | 278      | 12%                 | 99       | 2%                  |
| Google Analytics                  | 263      | 12%                 | 202      | 5%                  |
| Strategic Planning                | 251      | 11%                 | 414      | 10%                 |
| Pharmaceuticals                   | 233      | 10%                 | 202      | 5%                  |
| Campaign Management               | 225      | 10%                 | 91       | 2%                  |
| Finance                           | 222      | 10%                 | 143      | 3%                  |
| Google Ads                        | 213      | 9%                  | 134      | 3%                  |

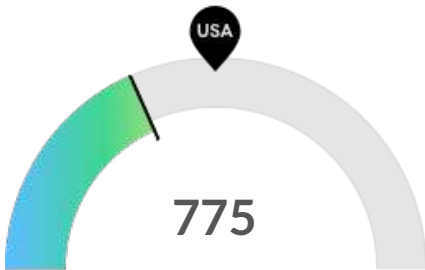
## Top Common Skills



| Skills          | Postings | % of Total Postings | Profiles | % of Total Profiles |
|-----------------|----------|---------------------|----------|---------------------|
| Communications  | 1,281    | 56%                 | 746      | 17%                 |
| Marketing       | 1,275    | 56%                 | 1,790    | 41%                 |
| Sales           | 833      | 37%                 | 1,232    | 29%                 |
| Management      | 786      | 34%                 | 1,175    | 27%                 |
| Detail Oriented | 615      | 27%                 | 50       | 1%                  |
| Planning        | 591      | 26%                 | 422      | 10%                 |
| Leadership      | 556      | 24%                 | 735      | 17%                 |
| Presentations   | 547      | 24%                 | 438      | 10%                 |
| Operations      | 499      | 22%                 | 462      | 11%                 |
| Innovation      | 445      | 20%                 | 322      | 7%                  |

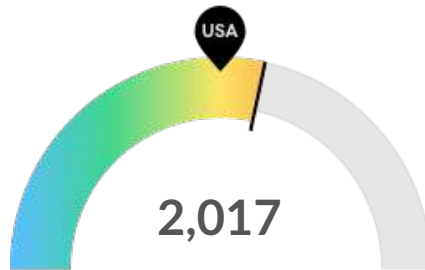
# Demographics

## Retirement Risk Is Low, While Overall Diversity Is High



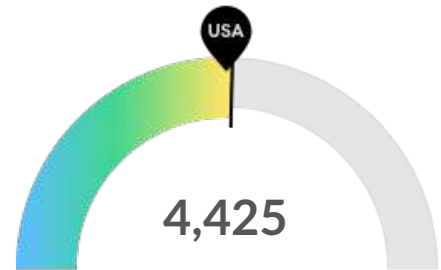
**Retiring Soon**

Retirement risk is low in New York-Newark-Jersey City, NY-NJ-PA. The national average for an area this size is 1,176\* employees 55 or older, while there are 775 here.



**Racial Diversity**

Racial diversity is high in New York-Newark-Jersey City, NY-NJ-PA. The national average for an area this size is 1,666\* racially diverse employees, while there are 2,017 here.

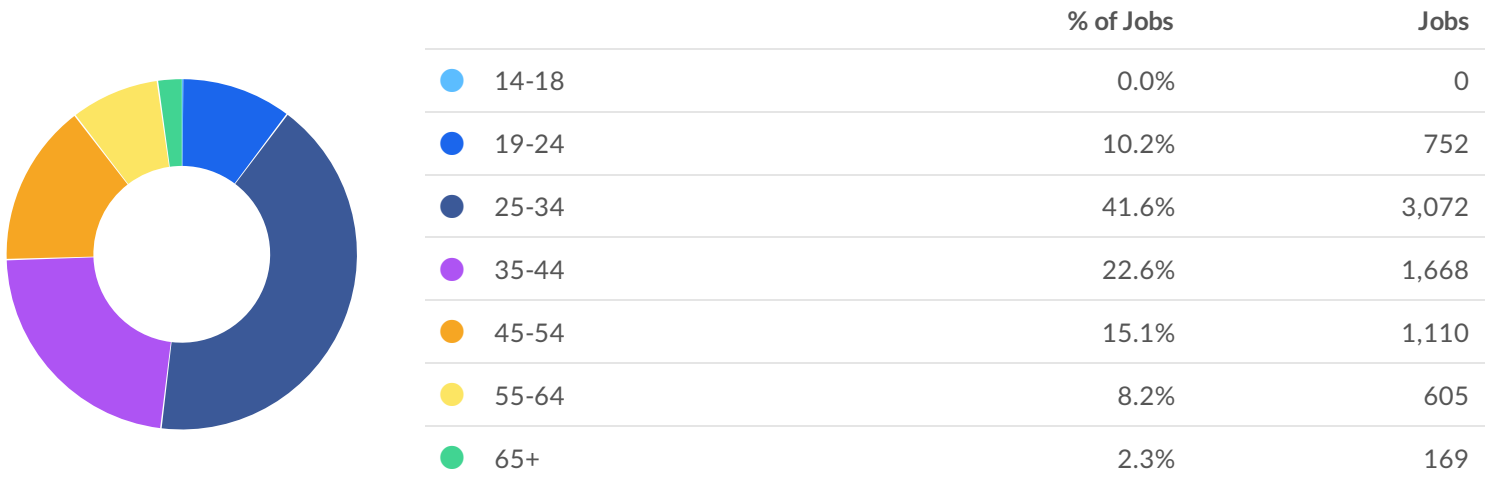


**Gender Diversity**

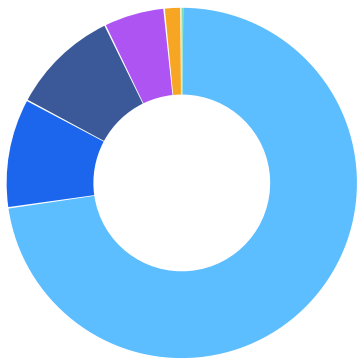
Gender diversity is about average in New York-Newark-Jersey City, NY-NJ-PA. The national average for an area this size is 4,313\* female employees, while there are 4,425 here.

\*National average values are derived by taking the national value for Advertising and Promotions Managers and scaling it down to account for the difference in overall workforce size between the nation and New York-Newark-Jersey City, NY-NJ-PA. In other words, the values represent the national average adjusted for region size.

## Occupation Age Breakdown

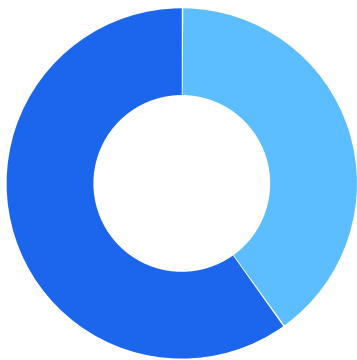


### Occupation Race/Ethnicity Breakdown



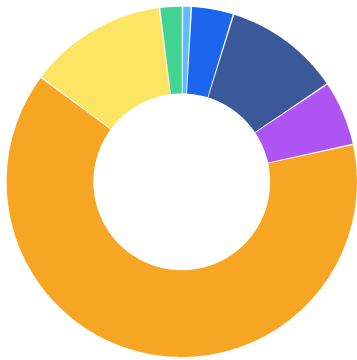
|   | % of Jobs | Jobs  |
|---|-----------|-------|
| White                                     | 72.7%     | 5,361 |
| Asian                                     | 10.1%     | 744   |
| Hispanic or Latino                        | 10.0%     | 737   |
| Black or African American                 | 5.6%      | 413   |
| Two or More Races                         | 1.5%      | 113   |
| American Indian or Alaska Native          | 0.1%      | 7     |
| Native Hawaiian or Other Pacific Islander | 0.1%      | 4     |








### Occupation Gender Breakdown



|         | % of Jobs | Jobs  |
|---------|-----------|-------|
| Males   | 40.0%     | 2,953 |
| Females | 60.0%     | 4,425 |

## National Educational Attainment



|   | % of Jobs |
|---|-----------|
|  Less than high school diploma       | 0.8%      |
|  High school diploma or equivalent | 3.9%      |
|  Some college, no degree           | 10.8%     |
|  Associate's degree                | 6.0%      |
|  Bachelor's degree                 | 63.6%     |
|  Master's degree                   | 12.8%     |
|  Doctoral or professional degree   | 2.1%      |

## Occupational Programs



### 14 Programs

Of the programs that can train for this job, 14 have produced completions in the last 5 years.



### 4,680 Completions (2020)

The completions from all regional institutions for all degree types.













### 798 Openings (2020)

The average number of openings for an occupation in the region is 1,516.

| CIP Code | Top Programs  | Completions (2020) |
|----------|---|--------------------|
| 52.1401  | Marketing/Marketing Management, General                       | 1,789              |
| 09.0102  | Mass Communication/Media Studies                              | 840                |
| 09.0100  | Communication, General  | 546                |
| 50.0402  | Commercial and Advertising Art                                | 397                |
| 09.0199  | Communication and Media Studies, Other                        | 356                |
| 51.2207  | Public Health Education and Promotion                         | 202                |
| 09.0903  | Advertising   | 195                |
| 09.0902  | Public Relations/Image Management                             | 146                |
| 09.0900  | Public Relations, Advertising, and Applied Communication      | 79                 |
| 09.0999  | Public Relations, Advertising, and Applied Communication, ... | 68                 |



| Top Schools                                 | Completions (2020)  |
|---|---|
| Fashion Institute of Technology             | 255    |
| Pace University                             | 235    |
| Hofstra University                          | 205    |
| CUNY Hunter College                         | 200  |
| St. John's University-New York              | 187  |
| Fordham University                          | 173  |
| Iona College                                | 159  |
| CUNY Borough of Manhattan Community College | 158  |
| Seton Hall University                       | 143  |
| CUNY City College                           | 131  |

## Appendix A

**Advertising and Promotions Managers (SOC 11-2011):**

Plan, direct, or coordinate advertising policies and programs or produce collateral materials, such as posters, contests, coupons, or giveaways, to create extra interest in the purchase of a product or service for a department, an entire organization, or on an account basis.

**Sample of Reported Job Titles:**

- Advertising Director (Ad Director)
- Account Executive
- Promotions Director
- Advertising Manager (Ad Manager)
- Marketing Manager
- Marketing Director
- Classified Advertising Manager
- Account Manager
- Promotions Manager
- Marketing and Promotions Manager

**Related O\*NET Occupation:**

Advertising and Promotions Managers (11-2011.00)