

Report: Analysis of Marketing Executive Job Postings

Executive Summary:

This report presents an analysis of job postings data for Marketing Executive positions. The analysis aims to identify common responsibilities and list out gig jobs, determine a fair salary range based on experience level and country, and provide insights for recruitment strategies.

Introduction:

Marketing Executive positions are in high demand in the job market, and understanding the job responsibilities and fair salary ranges is crucial for attracting top talent. This report analyzes job postings data to gain insights into the requirements and compensation trends for Marketing Executive roles.

Methodology:

1. **Data Collection:** Job postings data was collected from various sources and stored in a SQLite database. Additionally, move the data into python.
2. **Data Analysis:** The responsibilities data was analyzed to identify common tasks associated with Marketing Executive positions. The job postings data was then used to calculate the fair salary range based on experience level and country.
3. **Documentation:** Python scripts were used to perform the analysis and generate a requirements.txt file documenting the libraries used.

Key Findings:

List of Potential Gig Jobs Based On Responsibilities:

Before I make the list, I try to cleaning and find the most common word from the csv file. So, This is the most common word from responsibilities file

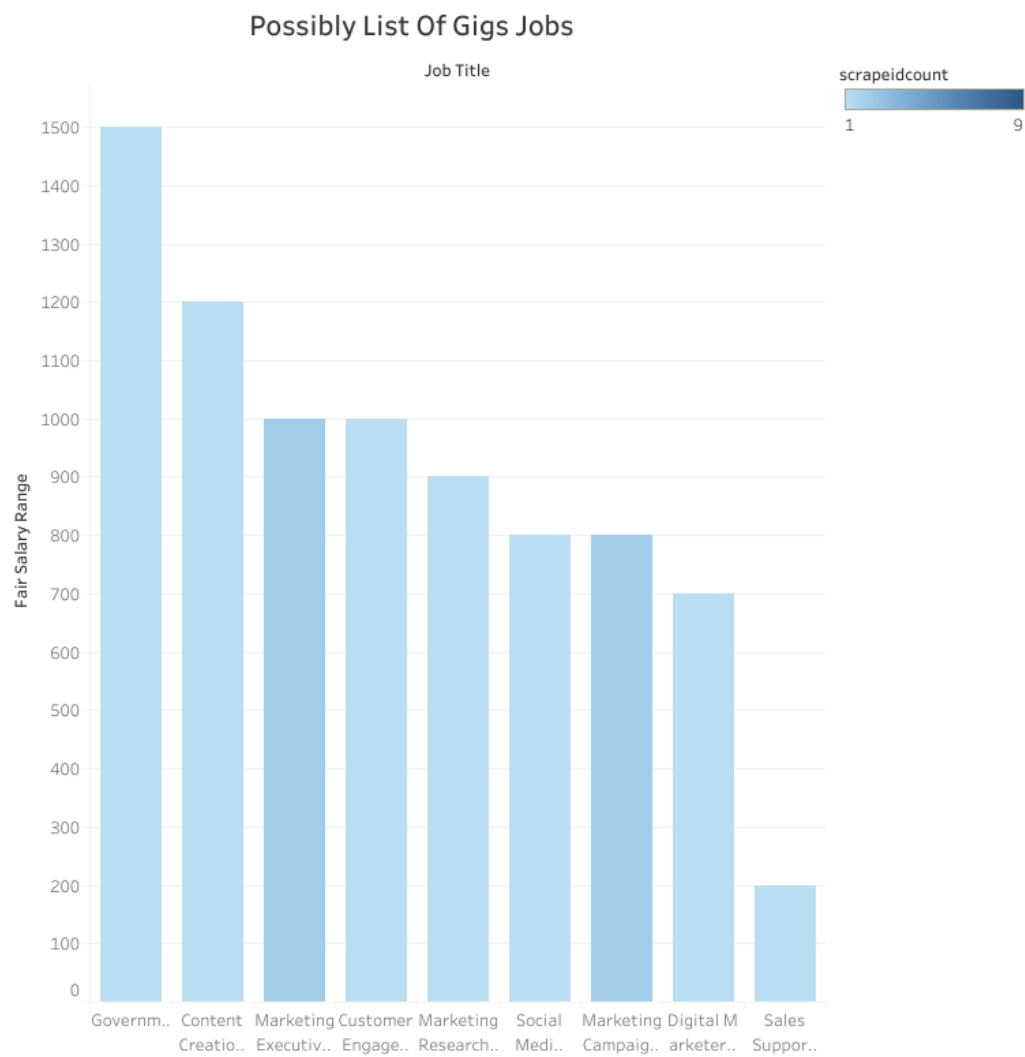
Most common responsibilities:

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[('marketing', 516), ('media', 249), ('social', 216), ('campaigns', 179), ('sales', 178), ('digital', 141), ('manage', 135), ('content', 114), ('company', 107), ('strategies', 106), ('market', 104), ('brand', 104), ('customer', 103), ('develop', 93), ('plan', 82), ('new', 82), ('events', 80), ('activities', 76), ('support', 76), ('team', 75)]
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Based on the analysis of responsibilities data, the following common tasks were identified for Potential Gig job positions:

1. **Marketing Campaigns**
2. **Social Media Management**
3. **Digital Marketing**
4. **Content Creation**
5. **Sales Support**
6. **Brand Management**
7. **Market Research**

- 8. Customer Engagement
- 9. Development of New Strategies
- 10. Event Planning
- 11. Team Collaboration




Fair Salary Range:

The fair salary range for Marketing Executive positions varies based on experience level and country. Here are the key findings:

- Experience Level:** Contrary to conventional expectations, entry-level Marketing Executives have a higher fair salary range compared to senior-level executives. This trend is attributed to the larger pool of entry-level candidates in the job market, leading to higher competition and salary expectations for these positions. Senior-level executives, despite their experience and expertise, may command lower salaries due to the scarcity of roles and a smaller talent pool in this category.
- Country:** In terms of country-specific analysis, Indonesia has dominated in every experience level. However, when filtering specifically for Marketing Executive positions, Malaysia emerges as the dominant country, particularly in the entry-level category. This could be due to various factors such as market demand, industry growth, and regional economic conditions. Salary ranges vary significantly across different countries. Developed countries tend to offer higher salaries compared to developing countries. Although, it's essential to consider the cost of living and local market conditions when interpreting salary ranges across countries.

Fair Salary Range By Experience Level
And Country

Experience ..	Location			Fair Salary Range
	Indonesia	Malaysia	Singapore	
Entry Level	1,578,518,364	582,813,656	318,082,119	
Middle Level	260,093,920	45,432,037	26,166,743	
Senior Level	30,893,775	651,970	3,021,575	

Fair Salary Range By Experience
Level And Country In Marketing
Executive

Experience ..	Location		
	Indonesia	Malaysia	Singapore
Entry Level	55,830,356	318,249,611	173,897,105
Middle Level	2,672,303	13,905,604	6,903,449
Senior Level		222,692	222,692

- Job Type:** Analysis of job types reveals that "Full Time" positions are dominated both in terms of the type of job and fair salary range. This is followed by "Contract," "Part Time," "Permanent,"

and "Temporary" positions. This trend indicates a preference for full-time employment among Marketing Executives and suggests that full-time positions typically offer higher salaries compared to other types of employment arrangements.

Type Of Work Based On Fair Salary Range

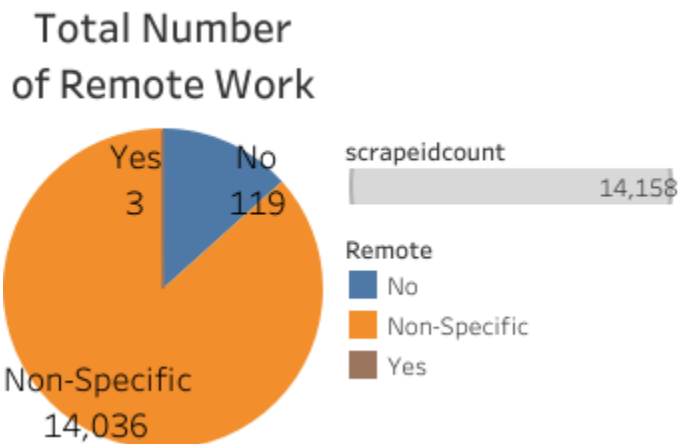
Type	scrapeidcount	Fair Salary Range
full-time	13,513	2,583,700,738
contract	590	197,599,652
part-time	27	62,676,878
temporary	15	1,235,498
permanent	5	449,144
full-time, permanent	3	2,800
internship	3	949
freelance	2	8,500

Type Of Work Based On Fair Salary Range In Marketing Executive

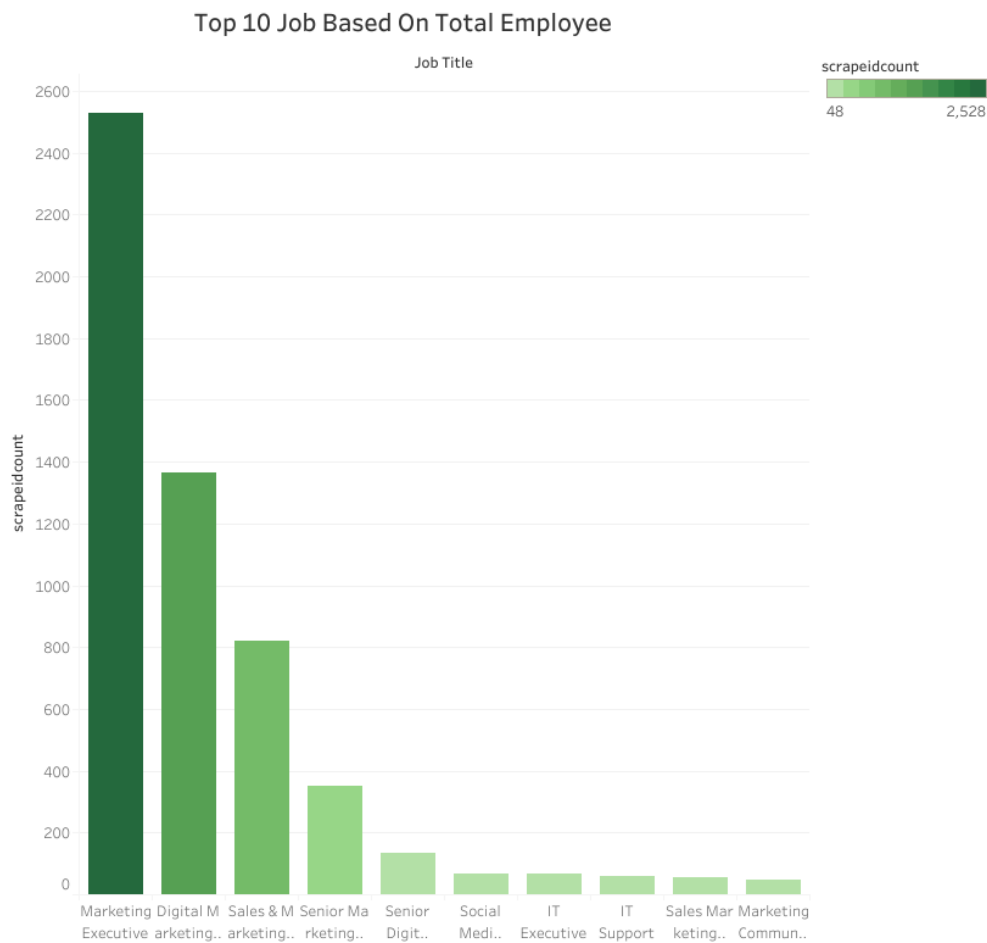
Type	Fair Salary Range	scrapeidco..
full-time	558,319,605	2,467
contract	9,575,752	43
part-time	3,340,379	15
permanent	445,384	2
temporary	222,692	1

- **Preference for Remote Work:** Analysis of remote work preferences reveals that the majority of individuals do not have a preference for remote work and that's why it filled with "Non-Specific", as evidenced by the significantly higher number of responses in the "No" category compared to the "Yes" category. Specifically, 119 individuals indicated a preference for not

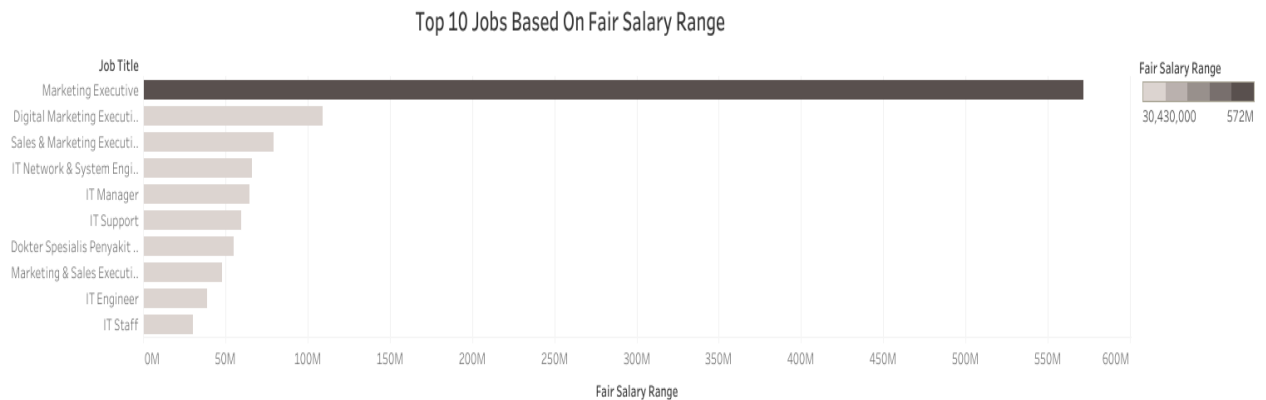
working remotely, while only 3 individuals expressed a preference for remote work.



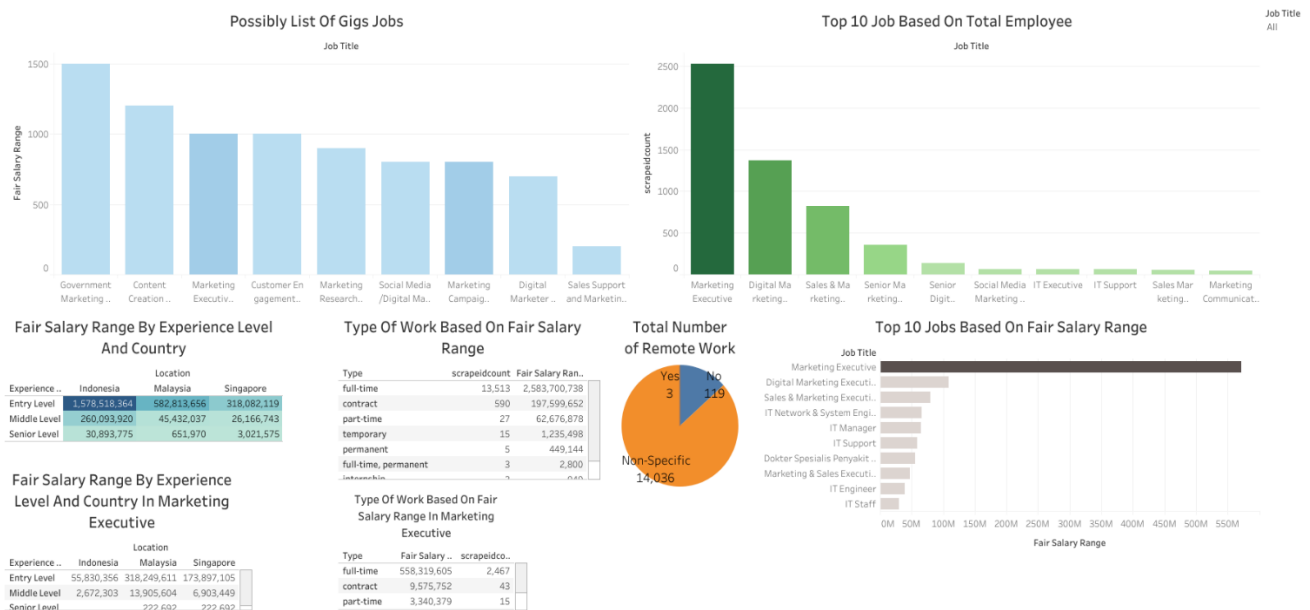
- **Dominance of Marketing Executive Roles:** Analysis of job types indicates that Marketing Executive positions dominate the employment landscape, followed by Digital Marketing and Sales Marketing roles. This suggests that Marketing Executive positions are the most prevalent within the dataset, reflecting the demand for professionals in this field.



- Correlation with Fair Salary Range:** The dominance of Marketing Executive roles is also reflected in the fair salary range, with Marketing Executive positions typically commanding the highest salaries compared to other job types such as Digital Marketing and Sales Marketing. This correlation underscores the value and competitiveness of Marketing Executive roles in the job market.



The Dashboard of data :



Here's the link to the dashboard :

https://public.tableau.com/views/TestDataAnalystQWork/Dashboard1?:language=en-US&:sid=&:display_count=n&:origin=viz_share_link

Conclusion:

The analysis of job postings data provides valuable insights into the employment landscape for Marketing Executive positions. Here are the key conclusions drawn from the analysis:

1. **Dominance of Marketing Executive Roles:** Marketing Executive positions emerge as the most prevalent job type within the dataset, indicating a high demand for professionals in this field.
2. **Salary Trends:** Despite conventional expectations, entry-level Marketing Executives command higher fair salary ranges compared to senior-level executives, likely due to the larger pool of entry-level candidates and competitive market conditions.
3. **Country-Specific Analysis:** Indonesia dominates in terms of experience level for Marketing Executive positions, while Malaysia emerges as the dominant country specifically for Marketing Executive roles. This reflects regional variations in job market dynamics and economic conditions.
4. **Job Type Preferences:** Full-time employment is the dominant preference among Marketing Executives, correlating with higher fair salary ranges compared to other job types such as contract, part-time, permanent, and temporary positions.
5. **Remote Work Preferences:** The majority of individuals prefer traditional office-based work environments over remote work options, highlighting the importance of considering job role requirements and company culture in employment decisions.

Recommendation Strategy:

Based on the conclusions drawn from the analysis, the following recommendations are proposed to optimize recruitment strategies and enhance talent management practices:

1. **Tailored Recruitment Approach:** Develop targeted recruitment strategies to attract top talent for Marketing Executive positions. Emphasize the unique value proposition of the organization, career growth opportunities, and competitive compensation packages to attract qualified candidates.
2. **Competitive Salary Packages:** Continuously monitor salary trends and benchmark against industry standards to ensure competitiveness in the job market. Consider factors such as experience level, country-specific dynamics, and job type preferences when determining salary ranges for Marketing Executive positions.
3. **Regional Focus:** Given the dominance of specific countries in the job market for Marketing Executive positions, focus on targeted recruitment efforts and talent acquisition strategies in key regions to capitalize on regional market dynamics and talent pools.
4. **Job Type Alignment:** Align job offerings with the prevailing preferences for full-time employment among Marketing Executives. However, provide flexibility in employment

arrangements to accommodate diverse workforce preferences and enhance employee satisfaction.

5. **Enhanced Company Culture:** Foster a positive company culture that promotes collaboration, innovation, and employee well-being. Create opportunities for professional development, mentorship, and skill enhancement to attract and retain top talent in the competitive job market.