Marketing

Queensland Government IT Graduate Program

## Specialists in this area review, analyse and evaluate the marketing needs of clients to help them achieve their business goals and be competitive, both within government and with industry. This involves developing products that meet and exceed the needs of the business, and marketing these products creatively to ensure they provide a competitive advantage. Marketing graduates also undertake business analysis, market research and develop marketing plans to support the future direction of each client and their product offerings.

## This means you will have the opportunity to:

* develop strategies and procedures to address client problems, particularly in the area of new service delivery
* research new products, ways of being competitive and other market information of interest or value to customers
* develop communication solutions and opportunities for products and services within the strategic communication plan
* promote products and services
* undertake market research including analysis of data for sales and marketing plans
* assist with the implementation and evaluation of marketing, promotional and advertising campaigns.

## The ideal candidate will:

* be able to think creatively
* have attention to detail
* be able to work to deadlines
* be able to identify and recommend improvements
* possess good interpersonal, communication and problem-solving skills.

## Examples of technical skills and qualifications

**Qualifications:**

* your degree, major or post-graduate qualification should be in marketing.