

Advertising and Promotions Managers (11-2011)

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

Employment and Job Openings

	Employment			Average annual openings		
	2016 estimate	2026 projection	Percent change	Labor force exits	Occupation transfers	Total
Alaska	129	127	-1.6	3	10	13
United States	31,300	33,000	5.5	800	2,400	3,370

Job outlook

Alaska: Alaska's employment growth is low with low employment opportunities. [Read more.](#)

2019 Wages ?

	Mean Wage	Wage by Percentile				
	Mean	10th	25th	Median	75th	90th
United States	68.22	29.77	41.51	60.34	84.59	*
Alaska	40.99	21.17	28.68	36.75	46.40	75.27
Anchorage/Mat-Su Area	42.24	21.14	29.77	37.31	47.76	84.03

* indicates the estimate is not available, or the hourly wage is greater than \$100, or the annual wage is greater than \$208,000.

Labor Force Indicators

2016 Worker Characteristics

Total workers	Nonresident workers	Percent nonresident	Percent age 45 plus	Percent age 50 plus
152	23	15.1	41.9	29.4

2016 Potential Supply

Qualified but working in another occupation	39
Currently employed in a lower paid occupation	28
UI claimants previously working in occupation	7

2016 ALEXsys Employment Data

Number of registrants	173
Number of job position postings	12
Ratio of registrants to job position postings	14.4

Typical Entry-level Education, Experience, and/or On-the-job Training

Education: Bachelor's degree

Work experience: Less than 5 years

On-the-job training: None

Training Resources

	Degree
University of Alaska Anchorage (Anchorage)	
Marketing	BBA

Department of Labor and Workforce Development, Research and Analysis Section
P.O. Box 115501
Juneau, Alaska 99811-5501
Phone: 907.465.4500, Fax: 907.523.9654
July 08, 2020