

Occupation: Sustainability Marketing Officer

Job Description: employees conduct marketing of sustainable services and products. The position may be in a medium to large company advising on internal and external operational sustainability issues, or in a small company advising external clients. Employees blend general business tasks with specific marketing skills including research, analysis and reporting and presenting of information.

Qualification: BSB41307 Certificate IV in Marketing

This qualification reflects the role of individuals who use well-developed marketing skills and a broad knowledge base in a wide variety of marketing contexts. They apply solutions to a defined range of unpredictable problems, and analyse and evaluate information from a variety of sources. They may provide leadership and guidance to others with some limited responsibility for the output of others, however they typically report to a more senior marketing practitioner.

The Business Services BSB07 Training Package guidelines, with the incorporation of an environmental elective have been applied to create this occupational profile:

10 Units Required	
Core Units	
BSBCMM401A	Make a presentation
BSBMKG401B	Profile the market
BSBMKG402B	Analyse consumer behaviour for specific markets
BSBMKG408B	Conduct market research
Elective Units Selected	
BSBMKG412A	Conduct electronic marketing communications
BSBMKG413A	Promote products and services
BSBMKG414A	Undertake marketing activities
BSBMKG415A	Research international markets
BSBPRO401A	Develop product knowledge
BSBSUS301A	Implement and monitor environmentally sustainable work practices