**Careers : Marketing Manager**

The children at school have an assignment to do about careers. They are doing some research into the career of Marketing Manager.

That’s why they have invited Jason Fallon, Marketing Manager of the Ohio Department of Natural Resources to give them information about his job.

Watch the [video](https://www.pbslearningmedia.org/resource/a-z-career-lab-marketing-manager/marketing-manager/) and answer the questions. Use the subtitles if you wish.

1. What kind of skills are essential for a Marketing Manager?
2. what does marketing mean for Jason?
3. Why does Jason like being a Marketing Manager?
4. What are some of the things he does in his job?
5. What is a useful tool that he uses in his work?
6. What is his favourite part of the job?
7. Would you like to work as a Marketing Manager? Why?

If you found it difficult to fully understand the video, you can read the transcript.

TRANSCRIPT

MUSIC

RILEY: So…Ace, I’ve been wondering about something.

ACE: Does it have to do with Broadcast Engineering, because I don’t know how much help I’ll be.

RILEY: Well…we get our assignments from the Office of the Alphabet. We research careers. And then we write up information in reports to share with kids everywhere…

LEE: Yup. That’s what it says on page 3 of the Career Lab Handbook.

RILEY: But…like….how does that happen? How does the word about these cool careers get out to kids everywhere?

ACE: Huh… I never thought about that. Maybe some sort of… umm…

LEE: Magical elves?

ACE: I was going to say mass communication, but that’s a lot more fun!

JODY from HQ: Knock, knock!

RILEY: Jody? From headquarters?

LEE: Whoa. How did you get here? Magic??

JODY from HQ: Oh, I don’t need magic to get around. I’ve got a bus pass.

ACE: Nice! So, what brings you here today, Jody? Everything okay at HQ?

JODY from HQ: Yeah. Everything’s super! But I heard you have a question about communications. So I thought I’d pop in and help you out.

LEE: Are there hidden cameras around here or something?

ACE: Do you know the answer to Riley’s question, about how we get the word out to kids?

JODY from HQ: Yes, and that leads us to another exciting career. Are you ready for some research?

RILEY: No problem.

JODY from HQ: And teamwork?

ACE: Piece of cake!

JODY from HQ: Great! Let’s get to work.

MAGICAL SHIMMER

LEE: What?!

ACE: I had no idea that was possible.

JODY from HQ: Cool, huh? It’s a perk of working at headquarters.

RILEY: Marketing Manager?

JODY from HQ: Yes, we’re going to take a closer look at this career. Marketing Managers use their communication skills to get the word out about businesses and products. Or, in the case of the Career Lab, they make sure that information on cool careers gets out to kids everywhere! But that’s not all they do. To learn more, let’s talk to Jason Fallon from the Ohio Department of Natural Resources.

BUTTON CHIMES

ACE: Hi Jason!

JASON: Hey Lab Squad! Great to be with you today.

JODY from HQ: Jason, can you tell us something about marketing, and what you do as a marketing manager?

JASON: To me, marketing is a way of promoting something or explaining it to somebody on an everyday basis. It's really showing why that either object, person or place is special. I love being a marketing manager because I get to talk to people all the time. I work with the Ohio Department of Natural Resources in their communications office. I do media relations. I do special events. I do social media. I write press releases. I get to talk to people like you, your family, at different shows and really market our department.

ACE: It sounds like communications is a major part of your job. Can you tell us what tools you use?

JASON: One of the biggest tools that I use is social media: Facebook, Twitter, Instagram, Pinterest. These are great tools to use to market to people exactly what you do on an everyday basis.

RILEY: Jason, what’s your favorite part of your job?

JASON: So the favorite thing really with my job is talking to people and really showing them different things that they might not see on an everyday basis. And, today I have a special friend with me that I take to lots of different events. This a black rat snake and this guy I actually use to educate people about how beneficial snakes are. You know, a lot of people are afraid of snakes but actually they're pretty awesome. I hope you guys get to actually experience one, one day.

JODY from HQ: Nature is so awesome, it sells itself. I love it!

ACE: Wow! It sounds like your job sounds like a lot of fun. Do you run into any challenges? And what’s the coolest thing you market, aside from snakes?

JASON: The most challenging part of my job for sure is multi-tasking. I have to balance a lot of different things that I do every day and to do that effectively, I have to list things and multi-task. The coolest thing that I market for sure is the Natural Resources Park at the Ohio State Fair. It’s an eight acre park with fishing, kayaking, Smokey Bear who always knows your name, a fire tower. It’s so much fun and there’s so many great things to do and it just puts a smile on my face to see a kid in a kayak for a first time or another little kid who catches a bluegill for the first time. To me that’s probably the most rewarding and best thing that I market.

JODY from HQ: Jason, marketing is obviously a passion for you. Thanks for sharing it with all of us today.

JASON: Thanks again, Lab Squad for visiting with me today, and I hope you learned a lot of things about marketing, and I really hope you take the time to make your own experiences and make those lasting memories in nature.

BUTTON CHIMES

RILEY: What an interesting career!

ACE: Jody, does the main office use the same marketing techniques as Jason?

JODY from HQ: Absolutely. Our mission is to inspire kids to explore and discover their own dream careers. So we share your research using all the tools available - television, the internet….

RILEY: …and social media?

LEE: Did I hear social media? Say “cheese!”

(all): Cheese!

JODY from HQ: Okay, now let’s do a silly one. And get everyone in it.

LEE: Here we go…

ZOE: For some reason, I always close my eyes!

JODY from HQ: Okay. Let’s do one more!

LEE: Say “A to Z”!

(all): A to Z!

MUSIC

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