

Marketing Manager

MARKETING · O*NET 11-2021.00 · MARKETING MANAGERS

SHIP MORE GOOD CONTENT AND CAMPAIGNS WITHOUT GROWING THE TEAM.

1 YOUR ROLE TODAY

Marketing managers plan campaigns, shape the message and measure what works. The strategy and brand judgement stay yours. The drafting, repurposing and reporting are where AI multiplies output — as long as a person guards the brand.

WHAT THE JOB INVOLVES

- Plan and direct marketing campaigns and budgets.
- Develop messaging, content and brand positioning.
- Analyse market research and campaign performance.
- Coordinate teams, agencies and channels.
- Manage the website, email and social presence.
- Report on results and return on spend.

SKILLS THAT MATTER MOST

- Writing
- Critical thinking
- Active listening
- Coordination
- Persuasion
- Reading comprehension

O*NET job zone: Job Zone 4 — considerable preparation.

2 THE FOUR COPILOT TOOLS

COPILOT CHAT	Free, secure chat. Works from the open web and anything you paste or upload. No access to your internal files unless you give it.
M365 COPILOT	Sits inside Word, Excel, PowerPoint, Outlook and Teams. Works on your own emails, files and meetings (only what you already have permission to see).
COPILOT COWORK	You hand over a longer job and it works through the steps, showing progress so you can steer. Good for multi-stage work that used to eat an afternoon.
COPILOT AGENTS	A custom helper you (or IT) set up once to handle a specific, repeatable job — answering a common question, triaging a queue, drafting from a template.

3 AI OPPORTUNITY MAP

Where the four tools fit the real work — with a practical example for each.

TASK	BEST TOOL	PRACTICAL EXAMPLE
Draft campaign copy across channels	M365 COPILOT	Draft the email, post and landing copy from one brief, then sharpen the best lines.
Repurpose one asset into many	COPILOT COWORK	Delegate: turn a long article into a newsletter, five posts and a script for review.
Research a market or competitor	COPILOT CHAT	Get a grounded scan of a competitor's positioning from public sources.
Analyse campaign performance	M365 COPILOT	Ask Copilot in Excel to summarise results and name what drove them.
Build a campaign deck	M365 COPILOT	Draft the plan deck in PowerPoint from your brief.
Answer routine brand/asset requests	COPILOT AGENTS	An agent that points colleagues to the right logo, template or guideline.

4 SKILLS TO BUILD

The AI-literacy habits this role needs.

- Writing a brief tight enough that the draft is on-brand.
- Editing for voice — AI gets you to a draft, you make it sound like the brand.
- Fact-checking claims and figures before they publish.
- Knowing where AI content needs a label or a human sign-off.

5 GETTING STARTED — 3 QUICK WINS THIS WEEK

- ✓ Draft your next campaign's copy set from a single brief.
- ✓ Repurpose one long asset into a week of posts.
- ✓ Summarise your last campaign's results in Copilot for Excel.

6 GETTING AHEAD — YOUR 90-DAY PLAN

Days 1–30 · Get started Draft and repurpose copy in M365 Copilot daily. Build a reusable brand brief you paste into every prompt.

Days 31–60 · Build the habit Hand repurposing jobs to Cowork. Standardise a performance-report format Copilot fills in.

Days 61–90 · Get ahead Set up a brand-assets agent. Measure content output and time per piece.

7 WHERE TO LEARN NEXT

Four short intro courses, in order. Start at the top.

- 01** Start with Copilot Chat
The no-risk way in. Ask, draft, summarise, compare. One hour.

02 Work inside M365 Copilot
Use it in the apps you already live in: Outlook, Word, Excel, Teams.

03 Delegate with Copilot Cowork
Hand over the multi-step jobs. Learn to brief, check and steer.

04 Build a Copilot Agent
Turn your most repeated task into a helper that runs itself.

Sources — Occupation overview: O*NET 30.2, occupation 11-2021.00 (oneline.org/link/summary/11-2021.00) and the ESCO occupational profile (esco.ec.europa.eu). Copilot tool descriptions: Microsoft 365 Copilot and Copilot Cowork product documentation, Microsoft, May 2026. AI mapping and pathways: Craig Stanley Studio. Verify figures and policy against your own systems before acting.

