



Skilled work in Germany

Advertising and Marketing Assistant

Berufe in Werbung und Marketing

You help design and carry out advertising campaigns and marketing activities.



What you do day to day

JOB LEVEL

Fachkraft

Recognised vocational qualification

USUAL QUALIFICATION

Depends on level

recognised vocational training or equivalent experience

GERMAN

B1 a B2

varies by employer

RECOGNITION

Not regulated

usually not mandatory

Your tasks

- ✓ Analyze the market and competitors
- ✓ Design communication materials
- ✓ Plan advertising campaigns
- ✓ Coordinate with external providers
- ✓ Measure the results of activities

A typical day

Teaching scenario, not a testimonial.

- 08:00 Start of shift** Analyze the market and competitors
- 10:00 Core activity** Design communication materials
- 13:30 Afternoon resume** Plan advertising campaigns
- 15:30 Follow-up** Coordinate with external providers
- 17:00 End of day** Measure the results of activities

Technical skills

Marketing techniques

Digital communication tools

Market analysis

Advertising campaign management

Personal qualities

Rigour

Service mindset

Teamwork

Clear communication

Which routes lead to a job in Germany?

Route	For whom (general principle)	For this job
Skilled employment with a recognised qualification	You hold a recognised qualification and an offer from a German employer.	Pertinente
EU Blue Card	University degree and a salary above an annual threshold that changes every year.	Rarement
Opportunity Card (Chancenkarte)	Look for a job on the spot, using a points system.	Selon profil

Recognition: usually not mandatory

The occupation is not regulated. An employer mainly judges your skills and experience, but a recognised or assessed qualification can ease access to some routes.

YOUR PATH

From the first test to the first day of work in Germany

1	Check my eligibility	 CAMPUS GERMANY
2	Talk to an advisor	 CAMPUS GERMANY
3	Learn German up to the required level	 DZK Deutsch Zentrum KAGEDEV
4	Prepare the application file	 CAMPUS GERMANY
5	Find the employer and sign the employment contract	 AZUFA
6	Prepare the visa and paperwork	 CAMPUS GERMANY
7	Prepare your departure and settling in	 KAGEDEV E.V. KAPVERDISCHES GEWERKSCHAFT IN DEUTSCHLAND E.V.
8	First day of work in Germany	 AZUFA

What attracts

- ✓ In demand in Germany
- ✓ Progression possible with experience
- ✓ Further training available

What is hard

- Professional German required
- Qualification needs evaluation
- Adapting to German work methods

Avoid if...

- You have no experience or training in this field

Possible progression

Progression depends on experience and further training.

USEFUL SERVICES

We are by your side

Eligibility test Check in a few minutes the most realistic route for your profile. campus-allemande.org/test

German courses Prepare the required level at the DZK language centre or with our partners. campus-allemande.org/cours-de-langue

Interview with an advisor Review your file and your documents. campus-allemande.org/rendez-vous

Housing in Germany Guidance to prepare your arrival. campus-allemande.org/logement-allemande

Track my application Find your steps in your candidate space. campus-allemande.org/mon-dossier

Employer offers Offers will be published here as soon as they are available.

Ready to find out if this job is for you?

Germany: +49 (0) 7033 694 18 80 · Cameroon: +237 622 20 81 64

Douala office : Rond-point Maetur Bonamoussadi – Nice Cream building (4th floor), opposite the COGENI hardware store, Douala, Cameroon

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Up-to-date page