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MODERN MARKETER: LABOR MARKET REQUIREMENTS

A marketer is a specialist whose main result is the sustainable operation and development of enterprises (organizations) in a competitive environment based on the harmonization of interests of consumers and enterprises (organizations). He carries out analysis, coordination and regulation of all structures enterprises taking into account changes in the external environment, conducts research of the market, its conjuncture, needs and demand, their dynamics and, accordingly, determines the strategies of the enterprise in conditions of competition, prepares proposals for the development of product range, determines the pricing policy, selects channels distribution taking into account the factors influencing the sale of goods, forms communication policy, participates in the development of strategic and operational planning programs, determines the effectiveness of marketing activities.

The aim of the research is to determine and analyse the main area, objects and tasks of professional activity of a marketer.

Table 1 shows the area, objects and types of professional activities of the marketer.

Region professional activities	<ul style="list-style-type: none">- ensuring the interaction of services of enterprises of different organizational and legal forms in order to operate effectively in the market;- taking into account the requirements of the consumer, internal capabilities;- enterprises, industry specifics, technologies, organizations;
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	- production, efficient use of nature;
Objects of professional activity	enterprises, commercial organizations of various legal forms, sectors of the economy, non-profit organizations and associations that require professional knowledge in the field of marketing activities
Types of professional activities	<ul style="list-style-type: none"> • - information-analytical; • - commodity-production; • - sales; • - economic and managerial, including design and planning;

Table 2 shows the tasks of professional activity of a marketer depending on the area of activities.

Types of professional activities	Tasks
Information-analytical	<ul style="list-style-type: none"> • - organization and direct participation in conducting comprehensive research of national and international commodity markets in order to obtain information for management decisions; • - study of market conditions; • - ranking of markets according to certain criteria and selection of the most promising target markets; • - market segmentation and selection of target segments; • - study of consumer behaviour and ways to influence it; • - identification of consumer requirements for quality characteristics goods and services, the formation of consumer demand and sales forecasting;

	<ul style="list-style-type: none"> • - study of the internal environment of the enterprise, assessment of its intellectual, technological and industrial potentials, identification of weaknesses and strengths, real and potential opportunities, competitiveness of the enterprise; • - improving the information support of marketing activities; • - development of programs for the formation of demand and sales promotion, recommendations for choosing the market in accordance to available resources; • - analysis of the competitive environment taking into account changes tax, price and customs policy of the state, turnover, competitiveness, profit from sales, sales speed, factors influencing sales;
Freight production	<ul style="list-style-type: none"> • preparation of proposals for the formation of the product range; • search and development of ideas for creating a new product; • development of concepts and recommendations for the organization of production of new products;
Sales	<ul style="list-style-type: none"> • - development of sales strategies; • - choice of distribution channels, organization of the goods movement system and sales; • - pursuing a targeted product policy; • - formation of pricing policy; • - creation of a system of marketing communications for the formation of demand and sales promotion (sales);
Economic Management,	<ul style="list-style-type: none"> • - participation in the development and economic justification of operational and strategic plans of the enterprise on national and

including project planning	international markets; <ul style="list-style-type: none">• - participation in the financial and economic analysis operation of the enterprise and development of a marketing complex;• - organization of marketing services at the enterprise as a unit that provides coordination and optimization of all structures of the enterprise;• - ensuring investment and risk management;• - increase the efficiency of the enterprise (organization);• - management and control of marketing activities of the enterprise (organization).
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Based on generalizations, information from recruitment agencies, you can make the following portrait of a modern marketer:

education - higher economics in combination with special marketing;

additional knowledge - legislation, basics of sociology, psychology, management; preferably (and sometimes required) – knowledge of English language; availability of additional education - courses and trainings focused on the needs of the modern market;

professional, business and personal qualities: clear and flexible analytical thinking; organizational skills; creativity; ability to assess the probability of success; ability to adapt quickly and work in conditions of uncertainty; skills quickly respond to market processes; intuition; remote control skills; responsibility; discipline; sociability; ability to work in a team; resistance to stress; desire for leadership; high self-esteem; courage; strong will; initiative; the desire to continuously replenish and deepen knowledge, erudition, intolerance to inertia, conservatism; ability to speak clearly and convincingly (3).

So, marketing is a powerful tool, but it must be in the hands of a professional. Only then it will be possible to achieve the set goals and effective market activity. In the future, it is advisable to conduct research on opportunities to improve the quality of students – marketers' training, taking into account the practical orientation.

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