The Great Reshuffle, the New World of Work & Your Employee Brand

- Over 37% of employees are leaving their jobs at an unprecedented rate.
- Worldwide, increasingly unhappy employees are rethinking how they work, when they work, and why they work.
- In the past year, as masses of people left their jobs in search of opportunities that provide both a greater sense of purpose and why they work, employee happiness at work is looking at levels higher than ever before.

As employees begin to prioritize purpose, company culture has become increasingly important.

- As professionals continue to move between jobs – and sometimes industries – employers need to rethink their business models, talent needs and company culture.
- The pandemic caused millions of us to progress our way of working and work & your employer brand.
- The New World of Work & Your Employee Brand is undergoing its own Great Reshuffle.
- The global marketing industry is undergoing a transformation – marketers are in demand!

### Top Growing Skills from 2020 to 2021 Growth YoY

<table>
<thead>
<tr>
<th>Skill</th>
<th>2020</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Media Optimization (SMO)</td>
<td>3.2x</td>
<td>3.7x</td>
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<tr>
<td>Facebook Marketing</td>
<td>3.2x</td>
<td>3.7x</td>
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<tr>
<td>Creative Problem Solving</td>
<td>3.2x</td>
<td>3.7x</td>
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<tr>
<td>Branding</td>
<td>3.2x</td>
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<tr>
<td>Campaign Management</td>
<td>3.2x</td>
<td>3.7x</td>
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<td>Brands Awareness</td>
<td>3.2x</td>
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<tr>
<td>Instagram</td>
<td>3.2x</td>
<td>3.7x</td>
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<tr>
<td>Email Marketing</td>
<td>3.2x</td>
<td>3.7x</td>
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<tr>
<td>Analytics</td>
<td>3.2x</td>
<td>3.7x</td>
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<tr>
<td>SEO</td>
<td>3.2x</td>
<td>3.7x</td>
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<tr>
<td>Copywriting &amp; Content Marketing</td>
<td>3.2x</td>
<td>3.7x</td>
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<td>Content Marketing</td>
<td>3.2x</td>
<td>3.7x</td>
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<tr>
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<td>3.7x</td>
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<tr>
<td>Digital Strategy</td>
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### Employees who feel cared for at work are more likely to be happy and fulfilled at their job.

- Employees who feel cared for at work are more likely to be happy at work.
- This likelihood has increased by 49% since the onset of pandemic.
- For at work are:
  - Employees who feel cared for at work are 35% more likely to be happy at work.

### Overview of Marketing Jobs posted on LinkedIn in 2021

- Business System Administrator
- Analyst Relationships Specialist
- UX Researcher
- Search Marketing Manager
- Process Development Scientist
- Vaccine Specialist
- Diversity and Inclusion Manager
- Customer Marketing Manager
- Machine Learning Engineer
- Analyst

### Overview of Marketing Job Titles in 2021

- Marketing Jobs posted increased by 3.2x in Oct 2021 compared to Oct 2020.
- This growth was 3.7x for Marketing Jobs posted globally.

### Overview of APAC member growth

- APAC members in Marketing increased by +32% y/y in 2021.
- This growth was +31% y/y in Marketing Members in 2021.

### Overview of LinkedIn Economic Graph 2021

- Growth in LinkedIn Members in 2021: 1.9x increase in job posts once your workplace is safe to reopen.
- What is your ideal work setting? 87% of manager support.

### Overview of LinkedIn Glint Employee Well-Being Report 2021

- Percentage of professionals selecting Work-life balance, compensation and benefits, and colleagues and culture as top priorities when picking a new job.

### Overview of LinkedIn Global Talent Trends 2022

- Work-life balance the top priority for 80% of professionals.
- Compensation and benefits: 78%
- Colleagues and culture: 72%
- 74% of people left their jobs in search of opportunities that provide both a greater sense of purpose and why they work.
- The pandemic caused millions of us to progress our way of working and work & your employer brand.
- The New World of Work & Your Employee Brand is undergoing its own Great Reshuffle.
- The global marketing industry is undergoing a transformation – marketers are in demand!