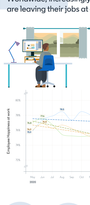
The Great Reshuffle, the New World of Work & Your Employer Brand

The pandemic caused millions of us to re-evaluate what we want in our careers – globally, 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 more flexibility, talent attraction and retention has become more critical.

Worldwide, increasingly unhappy employees are leaving their jobs at an unprecedented rate.



37% Growth in LinkedIn Members changing jobs year over year

Job changing is up 37% over 2020 amidst Great Reshuffle

The global marketing industry is undergoing its own Great Reshuffle.

Marketers are leaving their jobs to explore new career opportunities.

31% Growth in LinkedIn Members in Marketing changing jobs year over year

618K Marketing Job departures in 2021

Marketers are adapting their skills for a changing job market.

Top growing skills from 2020 to 2021	Growth YoY
Social Media Advertising	102%
Instagram	96%
Presentation Skills	89%
Content Marketing	79%
Brand Awareness	57%
Campaign Management	52%
Branding	47%
Creative Problem Solving	44%
Facebook Marketing	40%
Social Media Optimization (SMO)	39%

And employers are responding – marketers are in DEMAND!

374% Growth in Marketing Jobs in 2021

1.3M+ Marketing Jobs posted on LinkedIn in 2021

Absence of work-life balance, compensation and company culture are the top reasons people are leaving their jobs.

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:

3.2x more likely to be happy at work.
This likelihood has increased by 35% since the onset of pandemic.

3.7x more likely to recommend working for their company.
This likelihood has increased by 49% since the onset of pandemic.

And management plays a key role.

85%
85% of employees say their manager supports their well-being.

2x
Compared to senior leaders, individual contributors are nearly 2x more likely to report a lack of manager support for their well-being.

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

United nations: Everyone is looking for stronger company culture

Percentage of consideration when candidate comparing company to top competitor when pitching a new job

Professionals are prioritizing work life balance at levels higher than ever before.

Work-life balance the top factor for most job seekers

Percentage of professionals who considered each factor when picking a new job

Which means that flexibility is here to stay.

87% of employees want to remain remote most the time

Three-quarters of employees want to remain, where is your ideal work setting? (N = 10,224 employees surveyed)

Employees are prioritizing remote work in their job search.

65% of global job searches are for remote-only jobs on LinkedIn

As professionals continue to move between jobs – and sometimes industries – employers need to rethink their business models, talent needs and company culture.

The evolution of the job market over the course of the pandemic has benefitted some industries and occupations.

Healthcare job needs have surged as the pandemic progressed

Company Culture and hiring related jobs are in high demand

AI/Machine Learning/ Technology jobs continue to thrive

Rank	Job Title
1	Vaccine Specialist
2	Diversity and Inclusion Manager
3	Customer Marketing Manager
4	Machine Learning Engineer
5	Process Development Scientist
6	Business Development Representative
7	Search Marketing Manager
8	UX Researcher
9	Business System Administrator
10	Analyst Relationships Specialist

Companies are reworking more job roles to be remote.

83% Increase in job posts mentioning "flexibility"

Source: LinkedIn Internal Data 2021, Target Audience: Global members in the Marketing function.
Source: LinkedIn CBHI Employee Well-Being Report 2021.
Source: LinkedIn Economic Graph 2021.
Source: LinkedIn Global Talent Trends 2021.

LinkedIn