Women Are Leading the Great Reshuffle in Marketing

Last year, more than 3.95 million workers on average quit their jobs each month … more than any other year on record, according to the Bureau of Labor Statistics. And women are at the forefront of this Great Reshuffle, including in marketing. As women leave their jobs for greener pastures – seeking companies that invest in their well-being, sex flexibility, and that authentically align with their values – brands must show potential employees what they stand for.

Across the globe, women continue to thrive in marketing.

Compared to all global roles, marketing is **28%** higher in female representation

53% Percentage manager-level+ roles held by women

53% of global marketing roles held by women

55% of CMOs are women*

*(Source: ANA Diversity Report, Nov. 2021)

However, women of color continue to be marginalized and overlooked. Brands that prioritize an inclusive culture are in a prime position to attract talented women of color.

While White women dominate CMO roles, BIPOC women have a lot of catching up to do.

Ethnic Diversity

4% Latina
6% Asian
5% Black
86% White

(Source: ANA Diversity Report, Nov. 2021)

Across industries, women of color – in particular Black women – continue to have a worse experience at work, including challenges to competence, and disrespectful and otherring behavior:

Challenges to competence	ALL MEN	ASIAN WOMEN	LATINAS	BLACK WOMEN
Being mere spectators or spectacles in meetings	15%	29%	27%	32%
Having to outperform questioned	24%	25%	29%	38%
Having others comment on your emotional state	12%	13%	16%	21%

Disrespectful and "othering" behavior				
Hearing people express surprise at your competence with or other abilities	6%	11%	13%	18%
Hearing or overhearing insults about your culture or people like you	7%	9%	9%	16%
Being confronted with someone else at the workplace who looks like you	5%	17%	6%	17%
Feeling like you are expected to speak on behalf of all people with your identity	6%	14%	11%	31%
Having others comment on your hair or appearance	4%	5%	5%	14%

(Source: McKinsey/Lean In 2020 Women in the Workplace report)

According to LinkedIn's B2B Institute, though most White employees consider themselves allies, far fewer take key allyship actions, creating a knowledge-action gap.

Participants who agreed that diversity is important goal in organizations. **80%**

Knowledge Action Gap

Participants who took action to promote the Black candidate. **38%**

This extends to marketing, the B2B says. Even though the majority of marketers say their company believes in the value of diversity, equity and inclusion, most say their company's actions don't align with those stated values nor do they incorporate it into their everyday work.

Management at my company is convinced of the value of DEI **73%**

Diversity, Equity and Inclusion (DE&I) is "Always" incorporated into your team's work in Marketing **40%**

My company's stated commitment on DEI aligns to action **31%**

Knowledge Action Gap

% Agreement Among Surveyed Marketers

A substantial number of women left their jobs in the past year to explore new career opportunities.

More women than men have left marketing jobs in the past year.

36% more women left marketing jobs than men

Almost every industry has been affected by the movement of female marketers.

Top 10 industries affected by Female Marketer departures

1. Media & Communications
2. Software & IT Services
3. Consumer Goods
4. Retail
5. Manufacturing
6. Corporate Services
7. Recreation & Travel
8. Finance
9. Health Care
10. Education

Millennial women in the middle of their careers looking for better job titles and higher salaries led the Great Reshuffle.

% of Departures
- Millennial
- GenX
- GenZ
- Baby Boomer

As women continue to reevaluate their careers during the pandemic, they have been taking full advantage of – and benefiting from – the Great Reshuffle.

As the pandemic has progressed, women have been feeling more burnt out.*

66% of women have felt burnt out in the past 7 days

What's more, they don't feel like their hard work is being rewarded in the workplace.*

66% of women didn't receive a salary or pay increase since the start of the pandemic

79% of women didn't receive a promotion since the start of the pandemic

As a result, women are ditching their jobs. Female marketers applied to 4 more jobs on average than male marketers last year and were more likely to be promoted after doing so.

57% of those who were promoted offer leaving a job were women

As more women in marketing leave their current jobs for new ones, they are investing in themselves by building their skills.

Women wish they had more time to devote to taking care of themselves*

64% of women wish they had more time for themselves.

64% of women wish they could take better care of themselves.

53% of women wish they could invest in themselves and their interests and hobbies.

Top 15 skills that women in marketing have been developing over the last year:

1. Wellness
2. Social Media Marketing
3. Digital Marketing
4. Content Marketing
5. Microsoft Excel
6. Online Marketing
7. Enterprise Marketing
8. Search Engine Optimization (SEO)
9. Small Business Marketing
10. Communication
11. Leadership
12. Career Management
13. Time Management
14. Personal Branding
15. Project Management

Brands offering flexibility rather than return-to-office mandates are likely to see more success with retaining and attracting talented women.

52% of women say they enjoy working remotely and would like to do so in the long term, compared with 42% of men (Source: The Harris Poll)

52% of black workers and

50% of women say working from home is better than working in the office when it comes to advancing their careers (Source: The Harris Poll)

53% of applicants for remote jobs on LinkedIn were women in the past year

Linkedin
*Data collected from 2020-2022. Target Audience: Global members in the Marketing sectors.
**Data collected from 2020-2022. Target Audience: Global members in the Marketing sectors. Ethnicity data is based on self-identification and is limited to members who have indicated gender minority or "other" on their profile. Women, Minorities, Female gender identity and other gender minorities are included in the analysis. Data and analysis is based on available and accurate data. Data is not accurate for other gender identities. As members begin to add or update gender, we will be able to share more inclusive gender data.

LinkedIn B2B Institute, "Tactics Every Pro Governing the Workplace Must Know: Diversity, Equity and Inclusion," Feb. 2022

McKinsey & Co. "2020 Women in the Workplace report," Sept. 2020

ANA "Diversity Report: Women in Marketing Leadership," Sept. 2021

"Bella Commerce, Bella Functions and Bella Profiles," Exploring the Exclusion Gap," March 2021. This research was conducted online among 2,000 respondents between the Female Bella Profiles Network (women 25-55) and a sample of 1,000 men.

The Harris Poll, "Women speaks of a little happier working from home," Feb. 2022

LinkedIn