



B2B Marketing Benchmark

Fall 2024

Global Marketing Jobs Outlook



North America (NAMER)



Europe, Middle East & Africa (EMEA)



Asia Pacific (APAC) & Latin America (LATAM)

Why Collaborative Problem-Solving is a Must-Have Skill for B2B Marketers in 2024.



Tequia Burt

Editor in Chief of the LinkedIn Marketing Collective & the LinkedIn for Marketing Blog

When I think of the Relationship Economy—a new era where connections and trust take center stage—I am reminded of my garden.

To be successful, **B2B marketers must patiently cultivate and nurture the seeds of human connection.** In this economy, it's not just about closing a sale—it's about building lasting partnerships rooted in transparency, trust and mutual benefit. B2B marketers must be more than just service providers; they need to be trusted advisors who understand their clients' unique challenges and objectives.

How does this relate to our new Fall Marketing Jobs Outlook? We examined data from our 2024 B2B Marketing Benchmark, internal LinkedIn data and a survey conducted by Censuswide to get a sense of the job market.

We have found that as technology gets ever-more sophisticated, human-centric skills and social abilities are becoming more pivotal in the world of work. The people skills that we regularly dismiss as 'soft' will very likely become the most critical in the age of AI.

As GAI tools continue to automate routine tasks, marketers will be able to dedicate most of their time to tasks demanding human judgment and creativity.

Which brings us to our Skill of the Year: **Collaborative Problem-Solving.**

In this new world, B2B marketers' ability to solve problems collaboratively promotes a **more thoughtful and strategic approach to decision-making.**

By including different perspectives, B2B marketers can evaluate challenges from multiple angles, reducing risks and making more informed decisions that align with the company's larger goals. Marketing teams can also address issues more quickly and adapt to changes in real time, boosting agility and adaptability.

This approach also puts the client's needs and objectives at the forefront, aligning with the customer-centric philosophy of the relationship economy.

By providing proactive, innovative support – which includes active listening and responding – marketers can ensure they're meeting clients' real needs and exceeding expectations.

So, marketers, focus on learning how to better connect with others. **These human skills are the ones that will set you apart as we become even more technologically advanced.**

In the Relationship Economy, marketers are focused on growing skills that help them **forge better connections with others.**



#1

Marketing jobs are on the rebound in 2024.

Layoffs in 2023 created a slow job market earlier this year. However, the job market has picked up gradually over the course of 2024, with a 76% increase in year over year in job postings on LinkedIn.

#2

Job satisfaction is high among marketers.

Ninety-one percent of B2B marketers report they are satisfied with their jobs. However, many would leave their jobs if the right opportunity presented itself.

#3

Marketing professionals are feeling overwhelmed at work.

Almost three-quarters of marketing professionals say they feel overwhelmed by how quickly their job is changing and more than half worry about being left behind in their career due to how quickly their job and work is changing.

#4

Rapid advancements in technology and the need for upskilling is behind much of the pressure marketers are feeling.

Marketers cite AI as the No. 1 change they are experiencing at work. Further, 54% of marketers believe AI will significantly alter how they work within the next year, with 61% expecting even greater impacts in the next five years.

#5

'Collaborative Problem-Solving' is our Skill of the Year.

AI is removing so much busywork off our plates we can now focus on more relationship building skills like 'Collaborative Decision-Making,' which we chose as our Skill of the Year.

#6

The three hard skills marketers should build: Creative Execution, AI and Marketing Tech.

Global marketers witnessed a surge in AI-related LinkedIn Learning course watch time. Utilizing AI tools will automate routine tasks, enabling marketers to dedicate more time to tasks demanding human judgment and creativity.

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#1

MARKETING JOB GROWTH

Job market on the rebound

Layoffs in 2023 created a slow job market earlier this year. However, the job market picked up gradually over the course of 2024.



In the past year, global job seekers have seen marketing jobs increase compared to the same period in 2023.



21%



in **global B2B marketing** job posts on LinkedIn

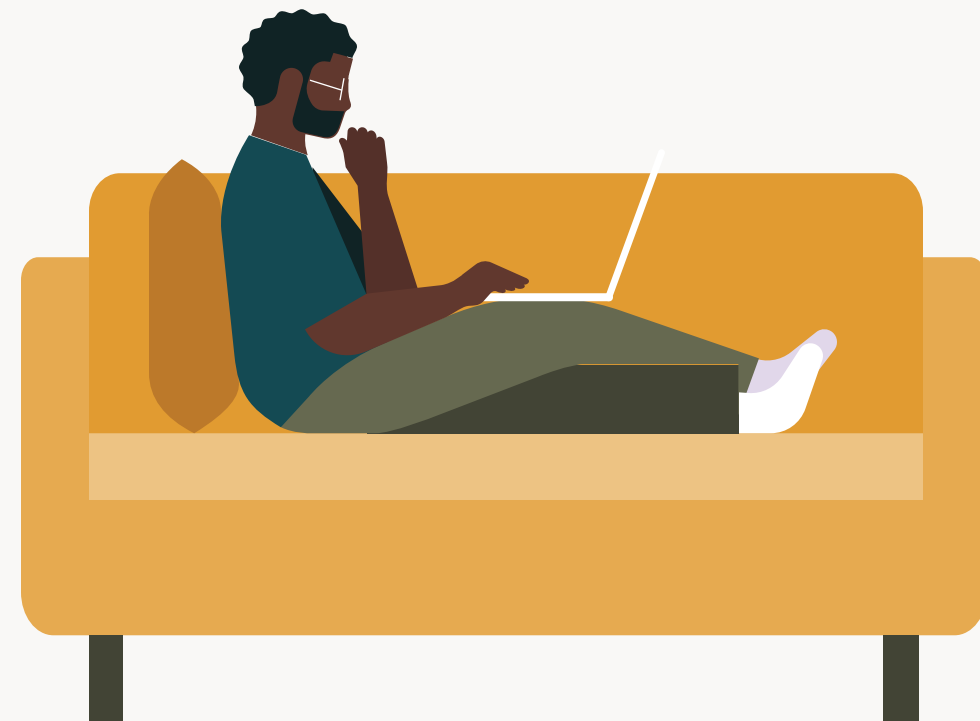
76%



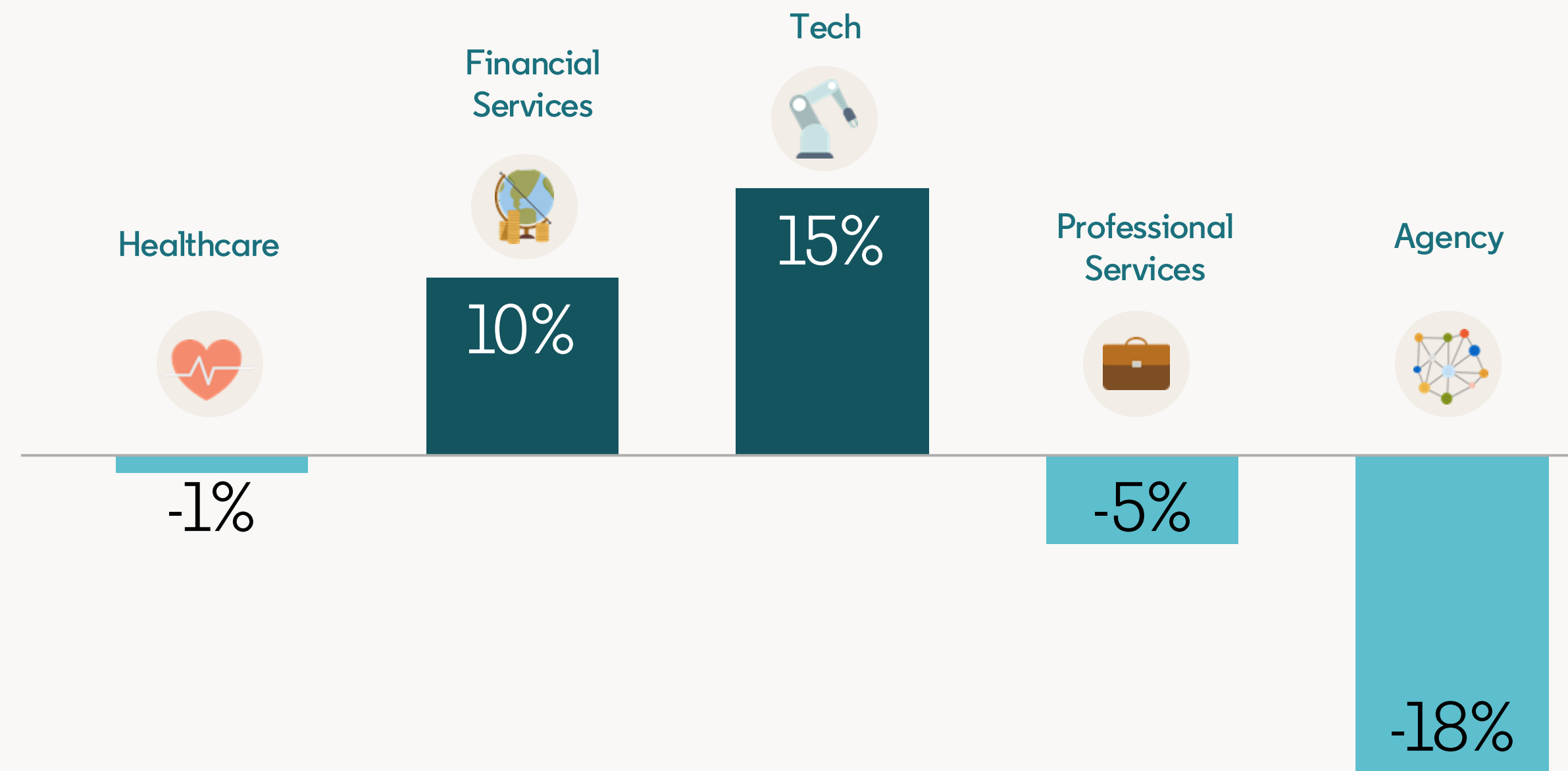
in **overall global Marketing** job posts on LinkedIn

Tech and FinServ are seeing positive job growth for B2B marketers, unlike 2023

The decline in job postings for marketers has slowed for Agency, Professional Services and Healthcare, but **Tech** and **Financial Services** have gradually recovered this year.



YoY Job Volume Change per Industry
(Jan-Sept 2023 vs Jan-Sept 2024)



“

Higher interest rates force businesses and consumers to face higher costs of borrowing and higher debt payments, which limits businesses' ability to invest and expand and consumers' ability to spend. Facing higher financing costs, businesses remain less willing and able to increase capital (e.g., equipment) and operating expenditures (e.g., headcount).

For B2B businesses, the decrease in consumer willingness or ability to spend cascades down the supply chain, causing B2B businesses to be less willing to spend on marketing, capital and headcount.

The decline in interest rates across many major economies in 2024 should inject momentum back into the B2B space, and interest rates will continue to decline in 2025 if inflation continues to moderate."

Kory Kantenga, PhD

Head of Economics, Americas at LinkedIn



#2

JOB SATISFACTION

Marketers are, for the most part, happy at work

Though job satisfaction is high among marketers, many would leave their jobs if the right opportunity presented itself.



Job satisfaction is high

According to data from the B2B Marketing Benchmark,

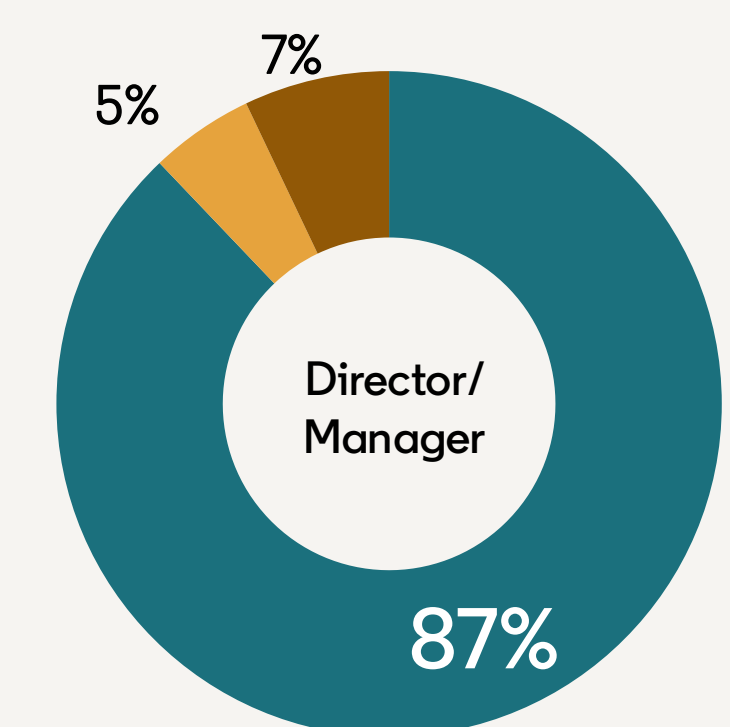
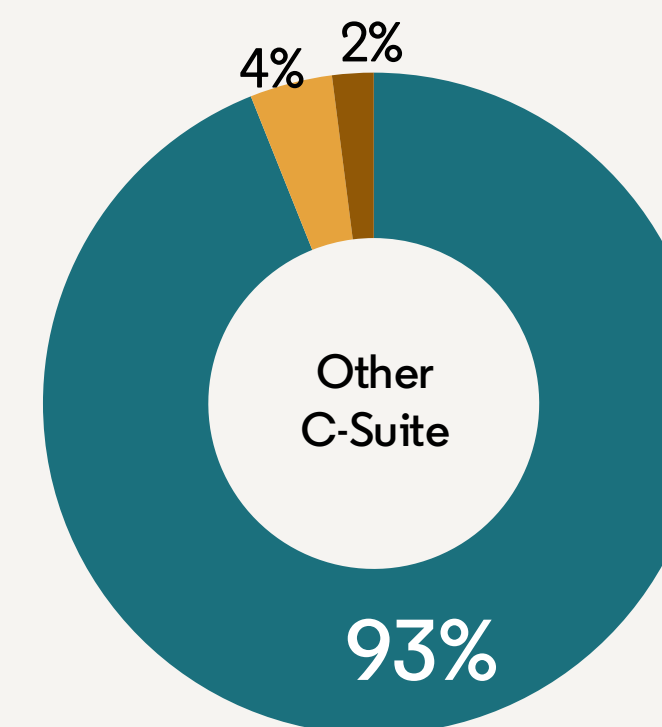
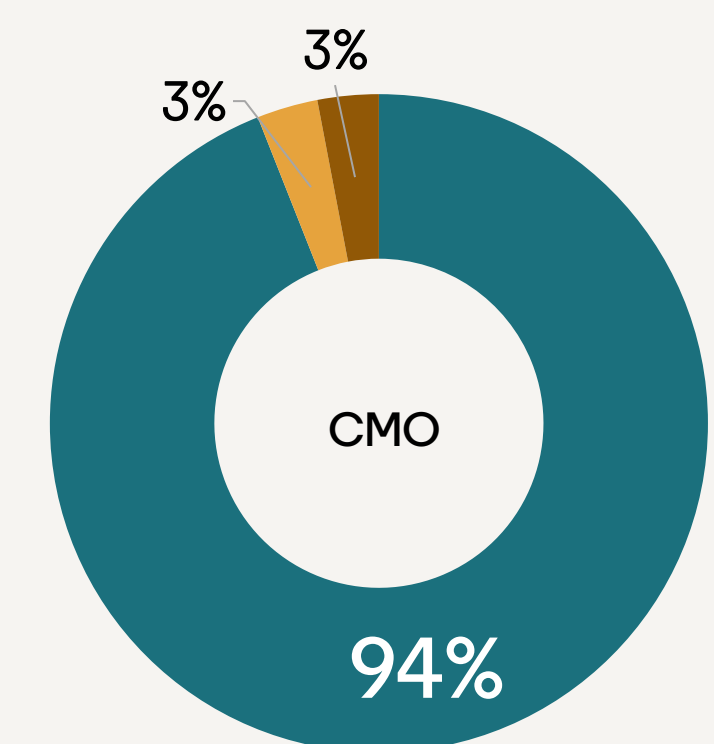
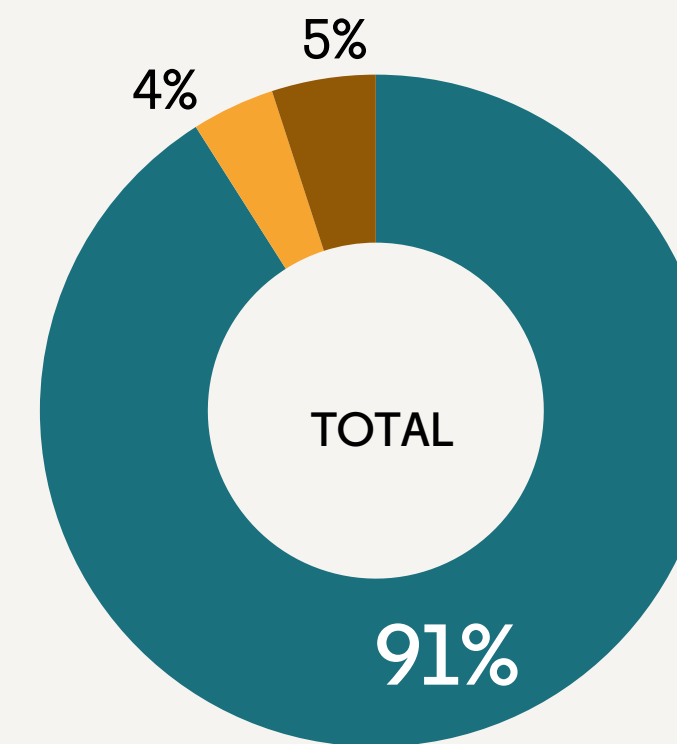
9 in 10

B2B marketers (91%) report they are satisfied with their current job.



Base Size: B2B Market leaders n=2001
Q. Overall, how satisfied are you with your current job?

■ Satisfied ■ Dissatisfied
■ Neither Satisfied/Dissatisfied



CMOs and other marketing C-Suite are more likely to report satisfaction. Sixty-seven percent of CMOs and 60% of other marketing C-Suite say they are completely satisfied with their job, higher than the 42% of Directors/Managers

Director/Managers (46%) are more likely to say they are somewhat satisfied compared to CMOs (26%) or Other marketing C-Suite (33%)

But marketers are open to what's next in their careers

55%

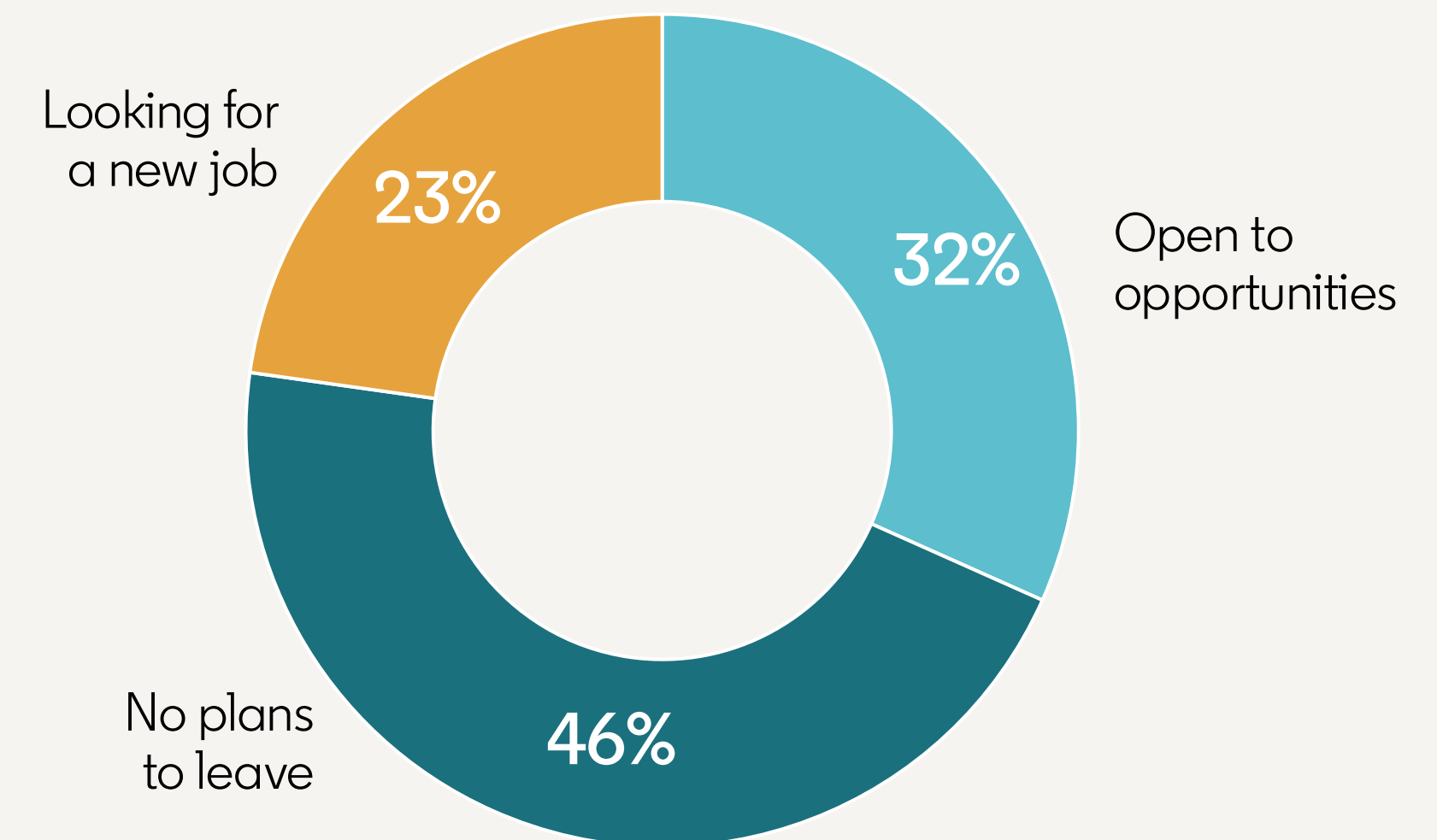
of B2B marketers say they are looking to change jobs or would leave if the right opportunity came along.



B2B Marketers on the hunt for a new job

Base Size: B2B Market leaders n=2001

Q. Which of the following best describes your current feelings about a career change in the next year?



CMOs (46%) and Other marketing C-Suite (55%) are more likely than Directors / Managers (39%) to say they have no plans to leave current job.

Directors/Managers (37%) most likely to say they would leave for the right opportunity (28% CMOs, 26% Other marketing C-Suite).

More than half of B2B marketers might leave their jobs if something better came along

#3

NAVIGATING WORKPLACE CHANGE

Marketers are overwhelmed

Marketing professionals are overwhelmed by how quickly their job is changing and the rise of AI is behind much of that.



Many B2B marketers experienced company reorgs last year.

According to the B2B Marketing Benchmark, 43% of B2B marketers say their company underwent a reorganization in the past 12 months. However, Europe (62%) most likely to say companies did not undergo a reorg.



Large organization (51%) are more likely than medium (38%) or small (36%) organization to say they underwent a **reorg in past 12 months**

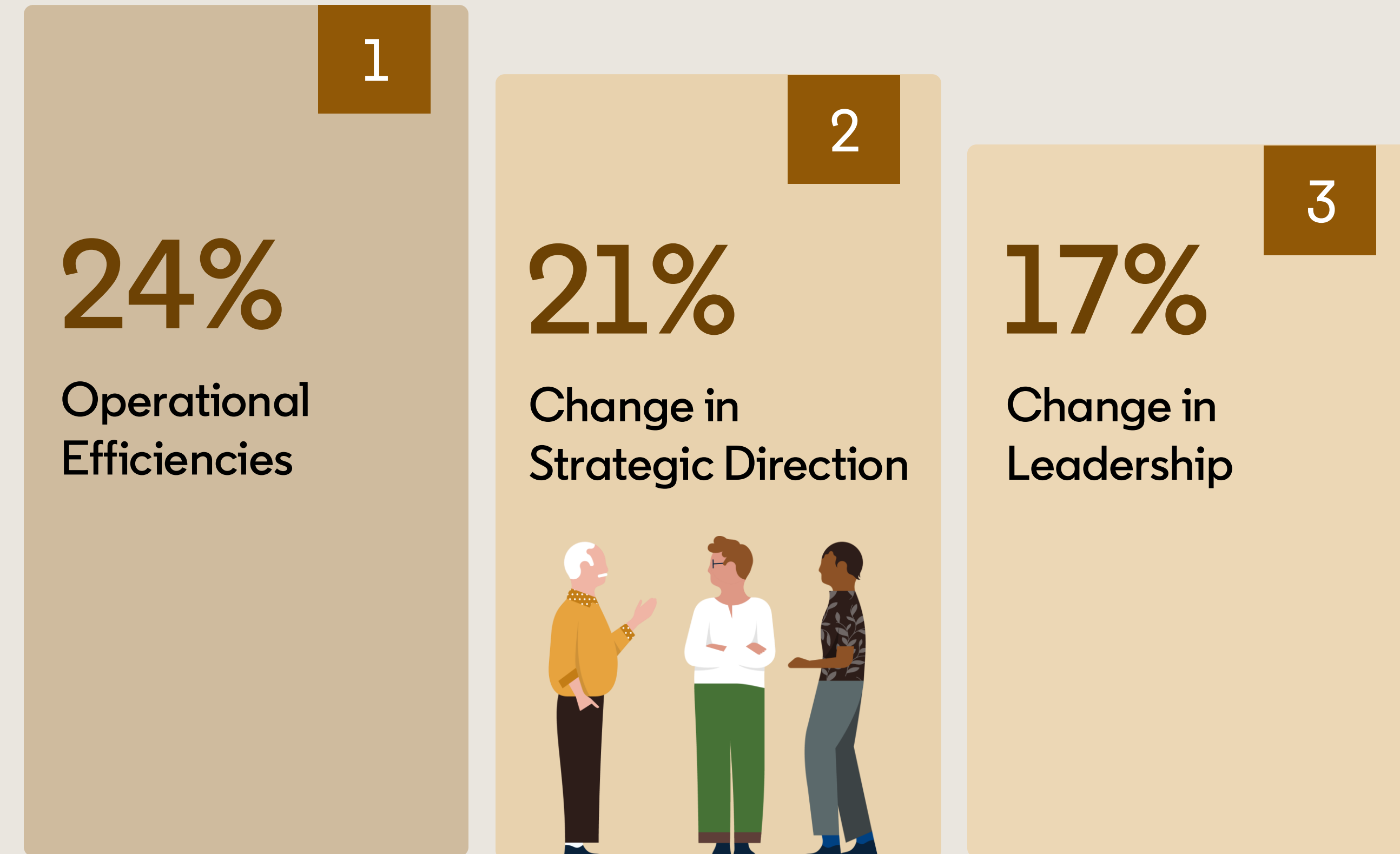


B2B marketers in the Tech (50%), Agency (49%) and Health (49%) verticals are more likely to have undergone a reorg.

Base Size: B2B Market leaders n=2001

Q. Did your company undergo reorganization in the past 12 months?

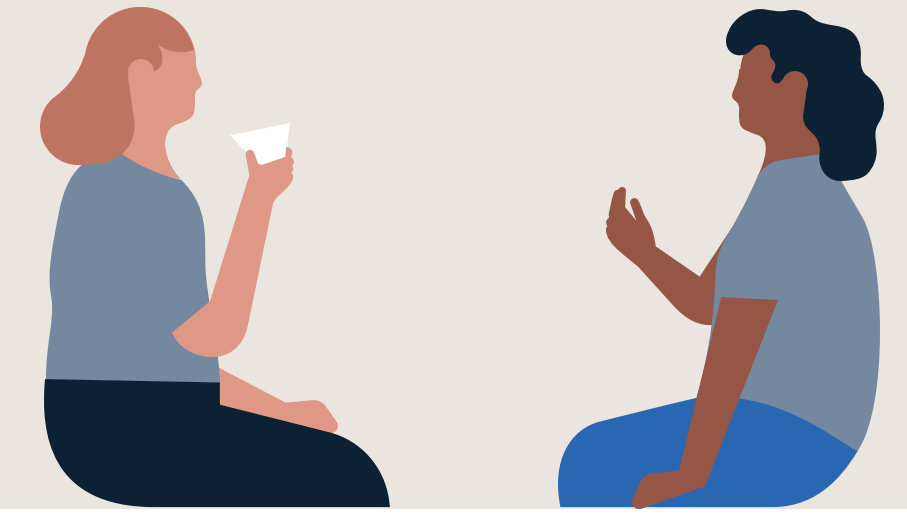
Top 3 Reasons for B2B Company Reorganizations



Base Size: B2B Market leaders n=2001

Q. What was the reason for the reorganization?

Work is changing rapidly and the global workforce is feeling the pressure to keep up



Professionals are overwhelmed

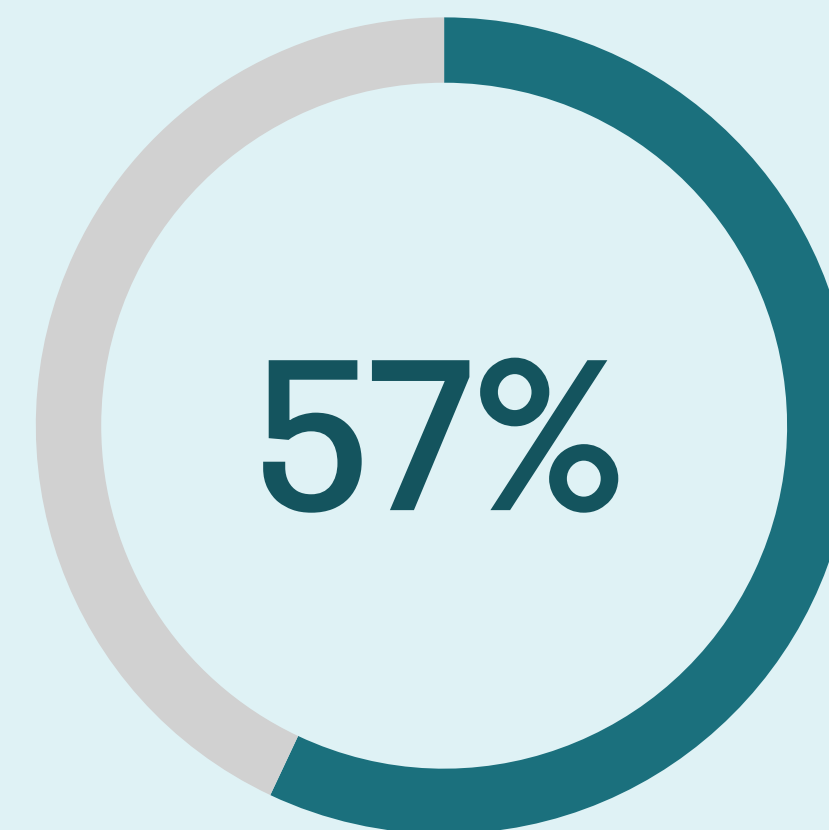


LinkedIn research reveals that nearly three-quarters of marketing professionals feel overwhelmed by how quickly their job is changing.



More than half worry about being left behind in their career due to how quickly their job and work is changing.

There's a sense that what worked before won't work now



Over half of global marketing professionals agree that simply relying on past experience won't cut it in today's rapidly changing environment.

And the pressure is only rising



More than half of global marketing professionals feel expectations at work are now higher than ever.



Moreover, just under half are unsure about how to navigate workplace changes.

Global research was conducted by Censuswide and surveyed 2,049 marketing professionals employed, full-time or part-time across all industries aged 18-77 in the UK, USA, France, Germany, India, Australia, Brazil, the Netherlands, KSA, and UAE between September 2, 2024 and September 11, 2024.

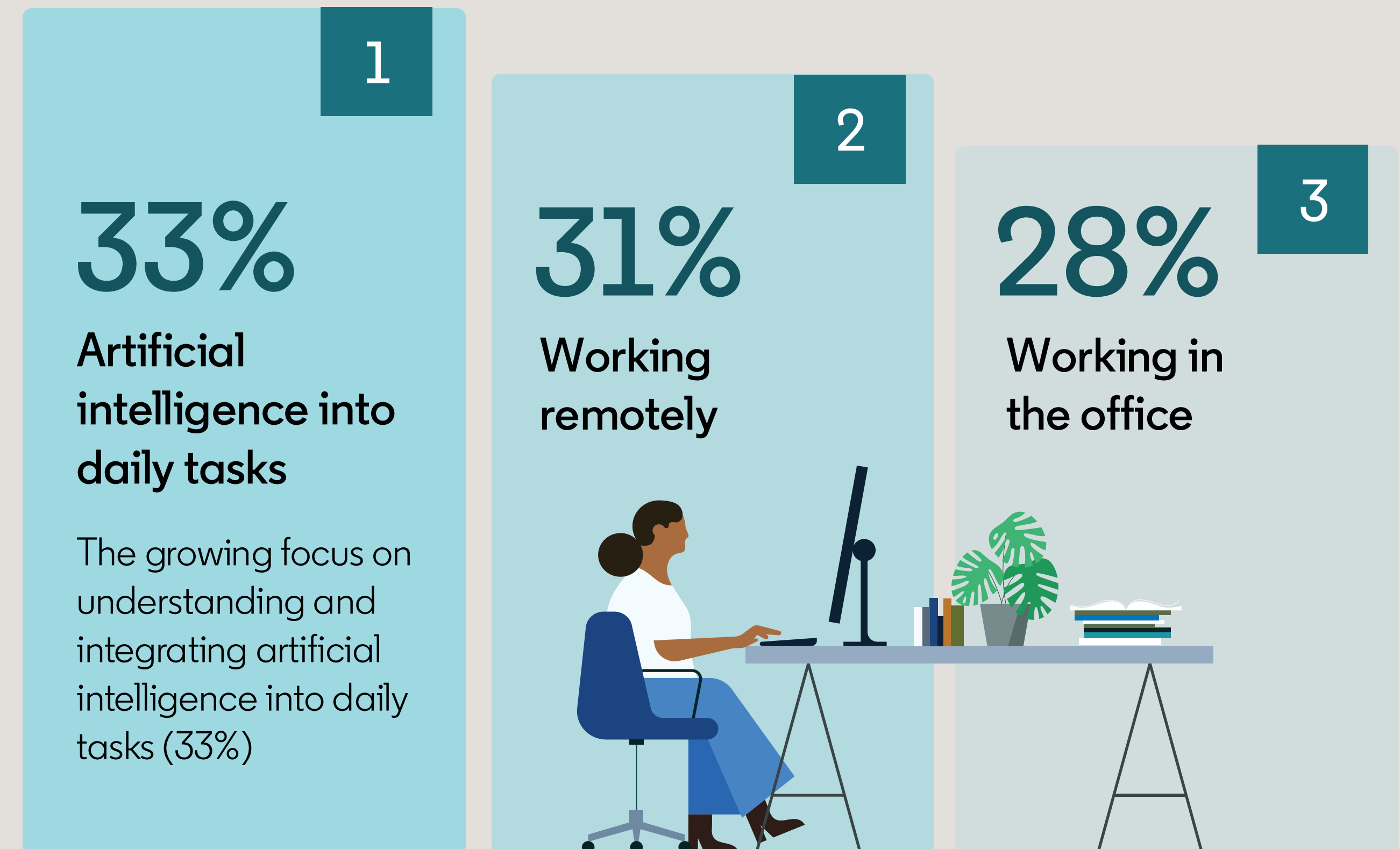
Rapid advancement in technology and the need to upskill is behind much of the pressure global marketing professionals are feeling as they look to stay ahead in the workplace.

54% of marketers believe AI will significantly alter how they work within the next year

59% of marketers are already using AI in their jobs.

61% of marketers are expecting even greater impacts in the next five years.

The Top 3 Workplace Changes Marketers Are Experiencing



Global research was conducted by Censuswide and surveyed 2,049 marketing professionals employed, full-time or part-time across all industries aged 18-77 in the UK, USA, France, Germany, India, Australia, Brazil, the Netherlands, KSA, and UAE between September 2, 2024 and September 11, 2024.

To stay ahead of the curve, marketers are embracing continual learning

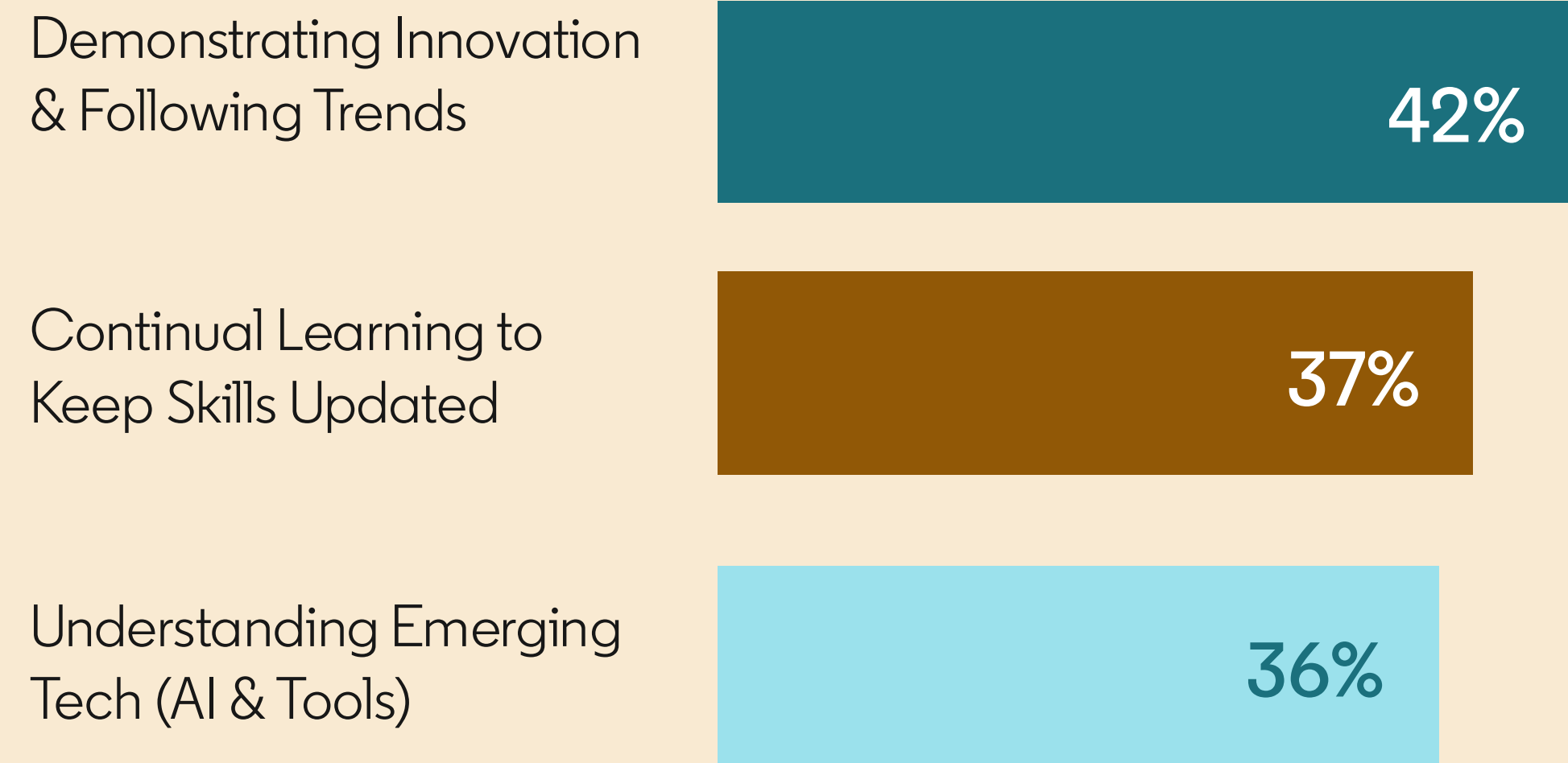


51%

of global marketing professionals are looking for guidance on which skills are needed to navigate the evolving work landscape.

Top Ways Marketers Plan to Maintain a Competitive Edge in the Workplace

Key areas of focus for professionals



Global research was conducted by Censuswide and surveyed 2,049 marketing professionals employed, full-time or part-time across all industries aged 18-77 in the UK, USA, France, Germany, India, Australia, Brazil, the Netherlands, KSA, and UAE between September 2, 2024 and September 11, 2024.

Employers are becoming more open to skills-based hiring

According to the B2B Marketing Benchmark, more than a third of B2B marketers say they value skills over education when hiring new talent. Further, their next highest priority is to seek candidates with strong creative skills over those with strong specialized/technical skills.

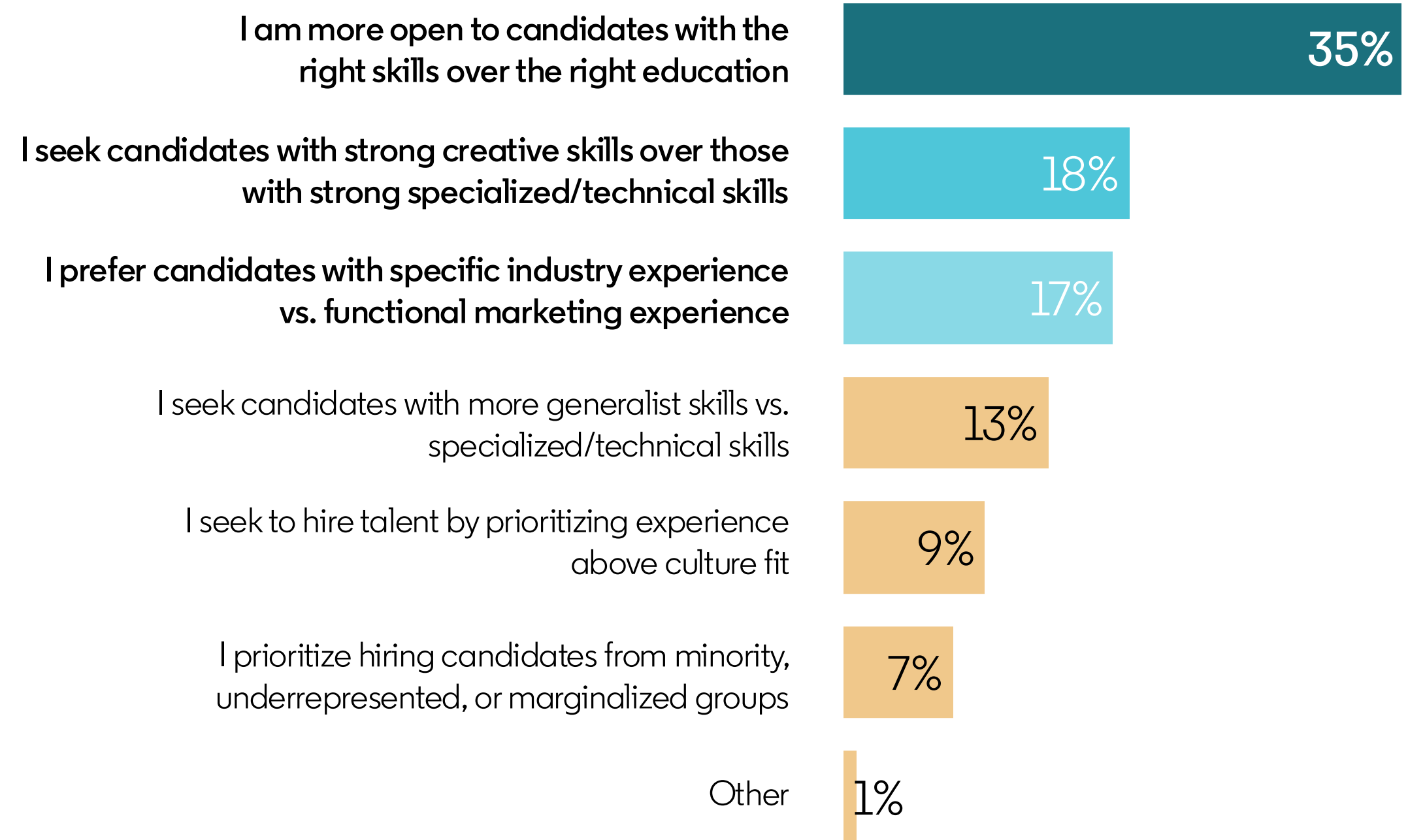


US (48%), UK (39%) and AU (41%) have a higher proportion of B2B marketers who say they are open to **skills over education.**



Tech (40%), Agency (39%) and Prof Services (38%) are all more likely to say they are open to right skills over education when hiring (Fin Serv 27%, Health 26%).

When Seeking New Marketing Team Talent



Base Size: B2B Market leaders n=2001
 Q. Which statement comes closest to your view when looking to hire new talent to your marketing team?

#4

SKILL OF THE YEAR & GROW YOUR CAREER – AT ANY STAGE

'Human' skills are becoming more important

In the Relationship Economy, a mix of creative and technical skills are required for marketers to be successful in their careers, now and in the future.



Skill of the year:

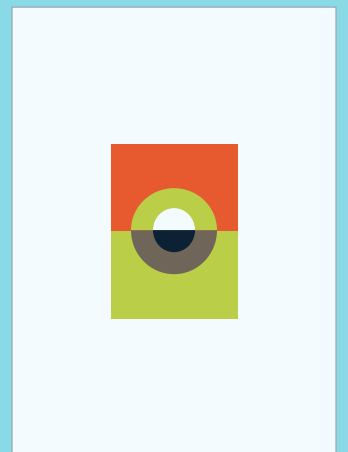
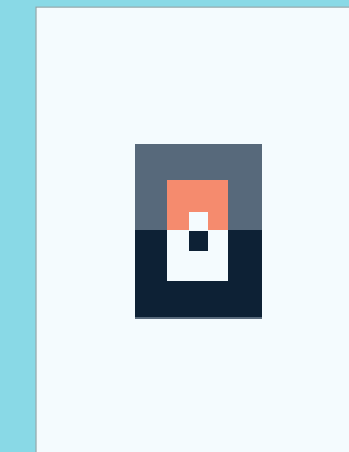
Collaborative Problem-Solving

To choose our skill of the year, we examined data from the 2024 B2B Marketing Benchmark, which was conducted by Ipsos, as well as LinkedIn platform data.

We looked at how much the skills prioritized by B2B marketers in the Benchmark grew on LinkedIn over the past few years. What we found is that human-centric skills – relationship building, agility, creativity, teamwork, emotional intelligence – are becoming more important in the age of AI.

138%

Our Skill of the Year, Collaborative Problem-Solving grew 138% from 2021 to 2023.



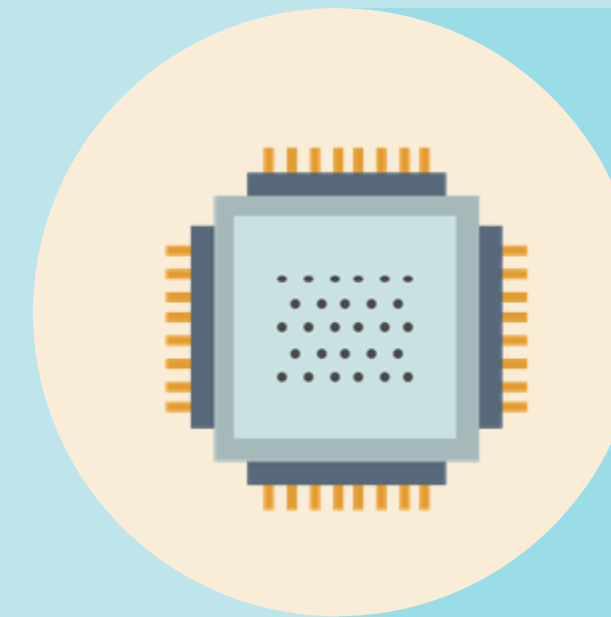
3 must-have skills for your marketing resume

We also did an analysis to pinpoint the hard skills that marketers absolutely must be proficient in. We looked at how much members added specific skills to their profiles from 2021 to 2023.



Creative Execution

443% ↑



Artificial Intelligence

392% ↑



Marketing Technology

351% ↑

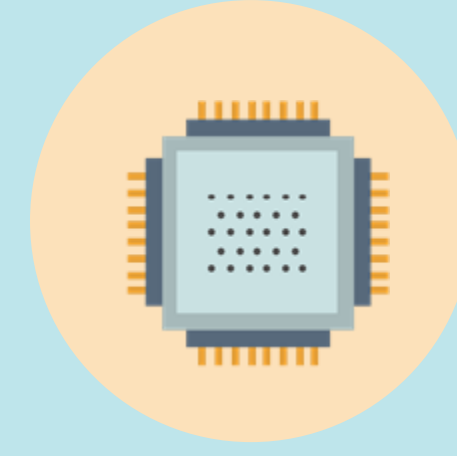
Best LinkedIn Learning courses to help you grow these skills

Creative Execution



1. [Digital Marketing Foundations](#)
2. [Social Media Marketing: Strategy and Optimization](#)
3. [Content Creation: Strategy and Tools](#)
4. [SEO: Keyword Strategy](#)
5. [How to Write a Marketing Plan](#)
6. [Marketing Strategy: Competitive Intelligence](#)

Artificial Intelligence



1. [What Is Generative AI?](#)
2. [Introduction to Artificial Intelligence](#)
3. [Introduction to Prompt Engineering for Generative AI \(2023\)](#)
4. [Prompt Engineering: How to Talk to the AIs](#)
5. [Generative AI for Digital Marketers](#)

Marketing Technology



1. [Canva Essential Training](#)
2. [Using AI as Your SEO Assistant](#)
3. [Canva: Web and Digital Design Projects](#)
4. [Nano Tips for Using Generative AI Tools for Better Marketing Outcomes with Joanna Yung](#)

Hottest jobs at any stage in your career: Global look at most in-demand jobs in the past year



N A M E R

Early Career:
Social Media Manager

Mid-Career:
Marketing Manager

Seasoned:
Marketing Director



E M E A

Early Career:
Marketing Specialist

Mid-Career:
Social Media Manager

Seasoned:
Head of Marketing



A P A C

Early Career:
Digital Marketing Specialist

Mid-Career:
Marketing Manager

Seasoned:
Marketing Director



L A T A M

Early Career:
Community Manager

Mid-Career:
Marketing Analyst

Seasoned:
Promoter

Report methodology

Navigating Workplace Change

LinkedIn's latest global research was conducted by Censuswide and surveyed 2,049 marketing professionals employed, full-time or part-time across all industries aged 18-77 in the UK, USA, France, Germany, India, Australia, Brazil, the Netherlands, KSA, and UAE between September 2, 2024 and September 11, 2024.

Job Skills Trends

Aggregated skills data was leveraged to identify which skills are being most rapidly added and asked for in marketing function roles over the last 6 months.
(Sep. 2023 – Sept. 2024)

Marketing Jobs Growth

LinkedIn's job post data (2022– 2024) was used to determine growth in number of marketing function roles YoY, comparing data from Jan. – Sept. of each year.
(Jan. 2022 – Sept. 2024)

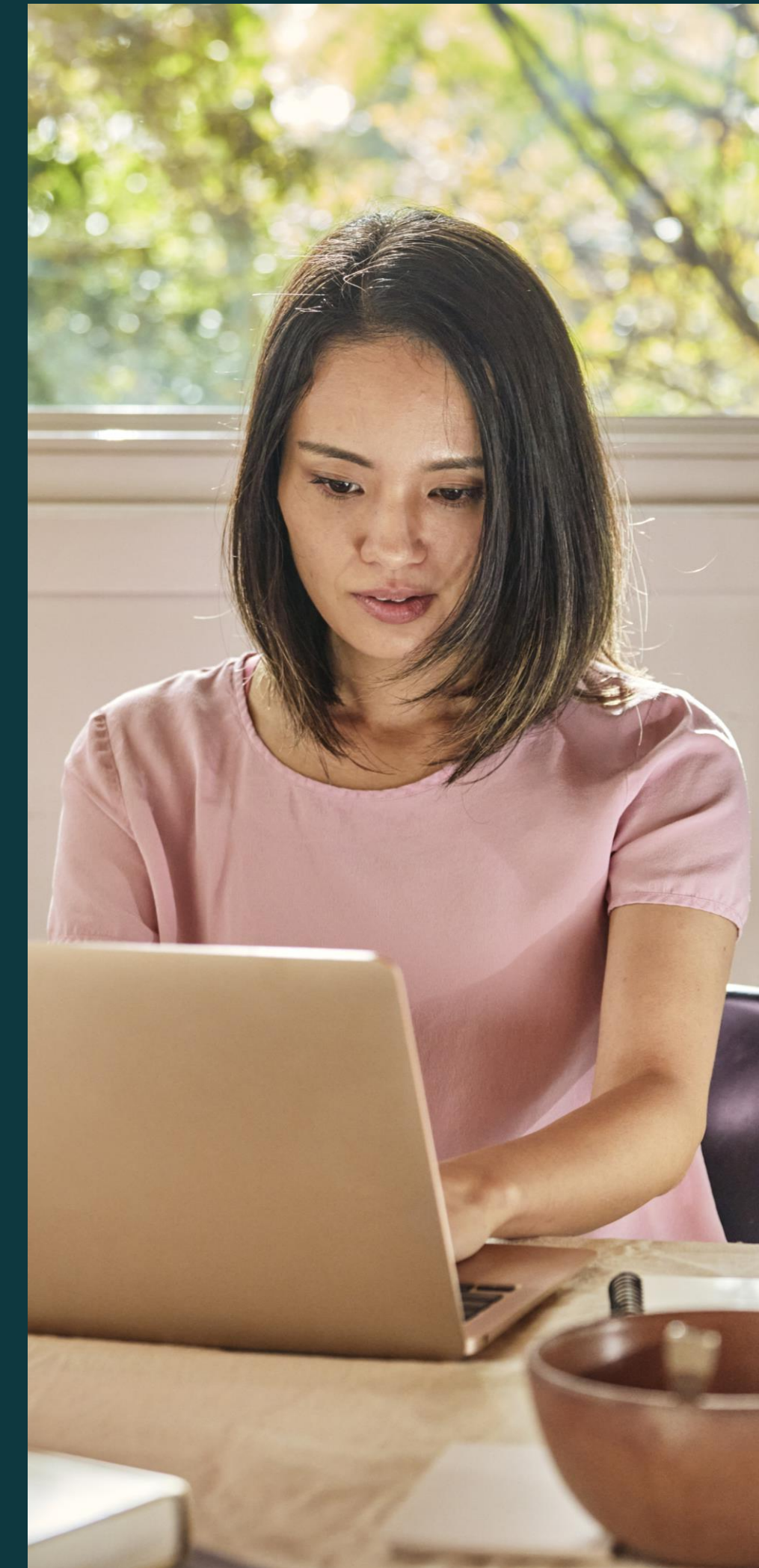
Skill of the Year

LinkedIn's Marketing Skill of the Year was determined by analyzing LinkedIn data as well as findings from the 2024 B2B Marketing Benchmark Report, conducted in partnership with Ipsos. The Skill of the Year factored in data on fastest growing skills, top keywords on jobs postings, top rated skills important to B2B marketers in the next few years as well as current and future channel use among B2B marketers.

Job Satisfaction

Insights were leveraged from Ipsos & LinkedIn research using a sample of 2000+ Global B2B Leaders, including 448 CMOs from various industries in NAMER (US), EMEA (UK, DE, FR) , APAC (IN, AU, SG), and LATAM (Brazil).

Participants took a 15-minute device agnostic survey on mobile or desktop.





LinkedIn connects the world's professionals to make them more productive and successful and transforms the way companies hire, learn, market, and sell.

Our vision is to create economic opportunity for every member of the global workforce through the ongoing development of the world's first Economic Graph. LinkedIn has more than 1 billion members and has offices around the globe.



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Editor in Chief of the LinkedIn Marketing Collective & the LinkedIn for Marketing Blog



Zach Quittmeyer

Customer Insights Analyst



Thank you

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NAMER, EMEA, APAC & LATAM