



**LinkedIn**

# 2024 Global Marketing Jobs Outlook

North America (NAMER),  
Europe, Middle East & Africa (EMEA),  
Asia Pacific (APAC) & Latin America (LATAM)

# Marketers sharpen AI skills amid job market challenges to gain competitive edge



1

## Economic uncertainty forced companies to cut costs – including headcount.

Marketers faced turbulence in 2023 with widespread layoffs, resulting in a sluggish job market as companies prioritized cost-cutting over hiring. However, the job market may improve this year as companies look to hire due to growth.

2

## Remote work is downtrending.

Mandatory return-to-work policies emerged in certain industries, leading to a 61% drop in remote marketing job postings on LinkedIn from 2022 to 2023. Meanwhile, hybrid and onsite roles steadily gained popularity over the past three years.

3

## Both left- and right-brained thinking is critical for marketers.

Marketers require a blend of creative skills such as graphic design and technical expertise like SEO proficiency. Additionally, strong critical thinking and emotional intelligence are essential for fostering teamwork, encouraging collaboration, and adapting to rapid changes.

4

## CMOs are wearing more hats than ever.

Meeting 2024 challenges demands marketing leaders with agility, creativity, and a profound grasp of market dynamics and customer needs. Our data indicates a broader shift towards titles like Chief Brand and Analytics Officer or Chief Marketing and Communications Officer.

5

## Global CMO tenure is steady.

Global CMO jobs dropped by 47% in Feb 2024 compared to 2023, yet tenure remained consistent year-over-year, indicating stability in the CMO role.

6

## Marketers are eager to learn new AI skills.

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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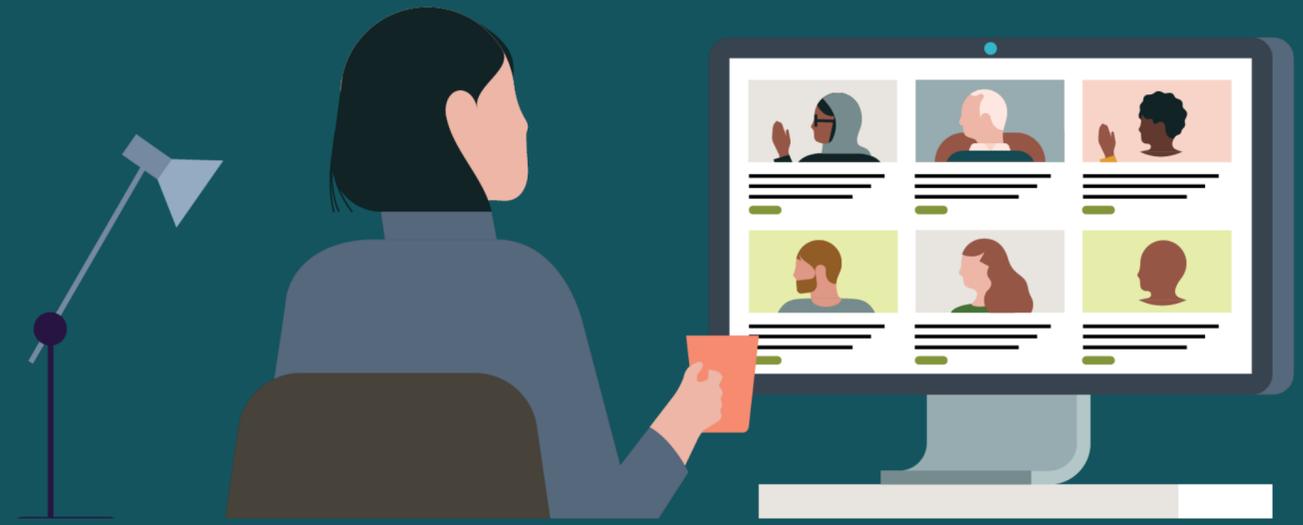
# MARKETING JOB GROWTH

Economic uncertainty  
forced companies  
to cut costs –  
including headcount

Layoffs in 2023 created a slow job market, with most companies focusing on costs instead of hiring. But the tide may be turning for job seekers this year as companies look to hire.



Last year was turbulent for job hunters. 2023 saw a decrease in marketing job posts compared to 2022.



43% ↓

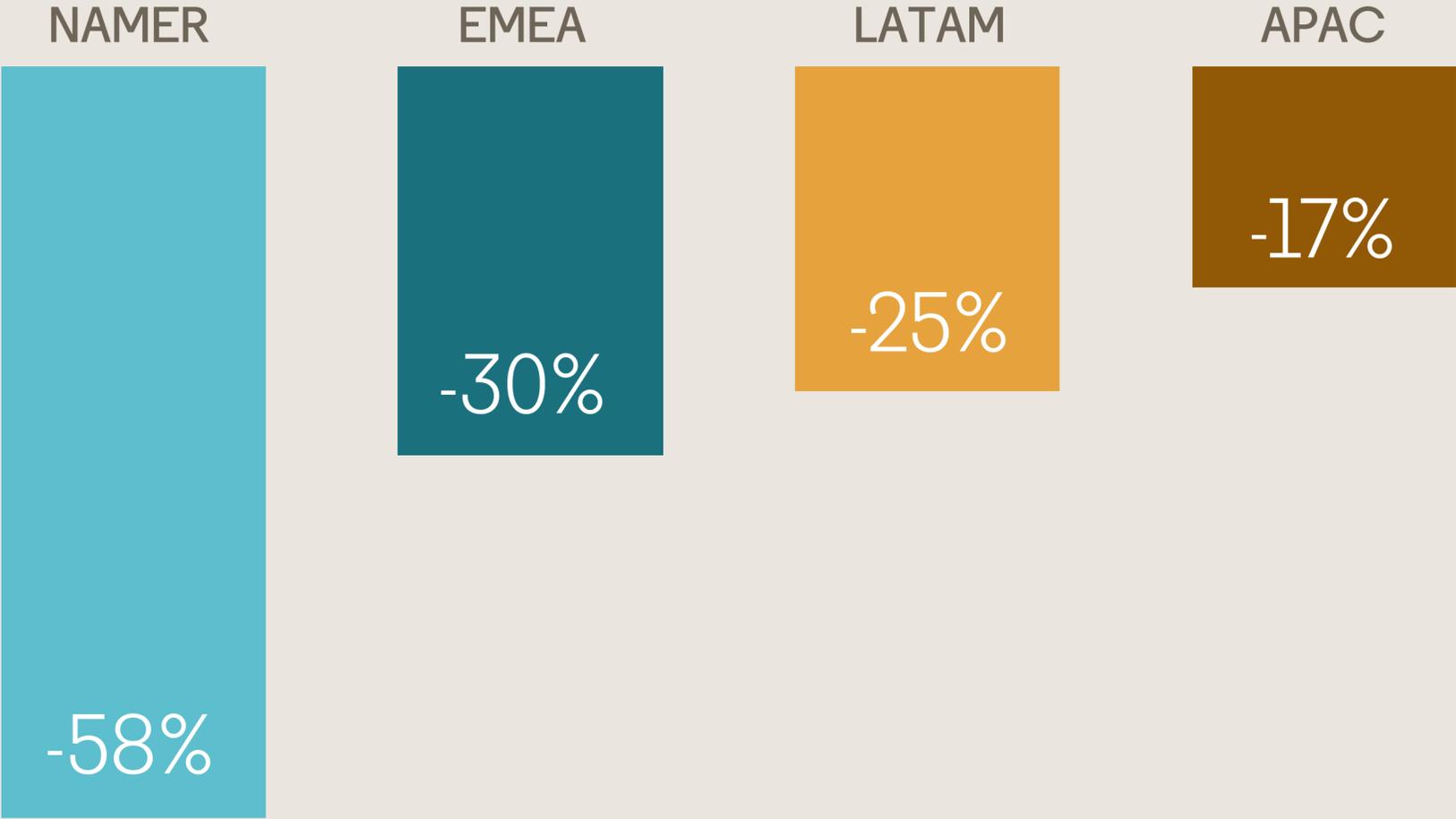
in B2B marketing job posts  
on LinkedIn

42% ↓

in overall Marketing job posts  
on LinkedIn

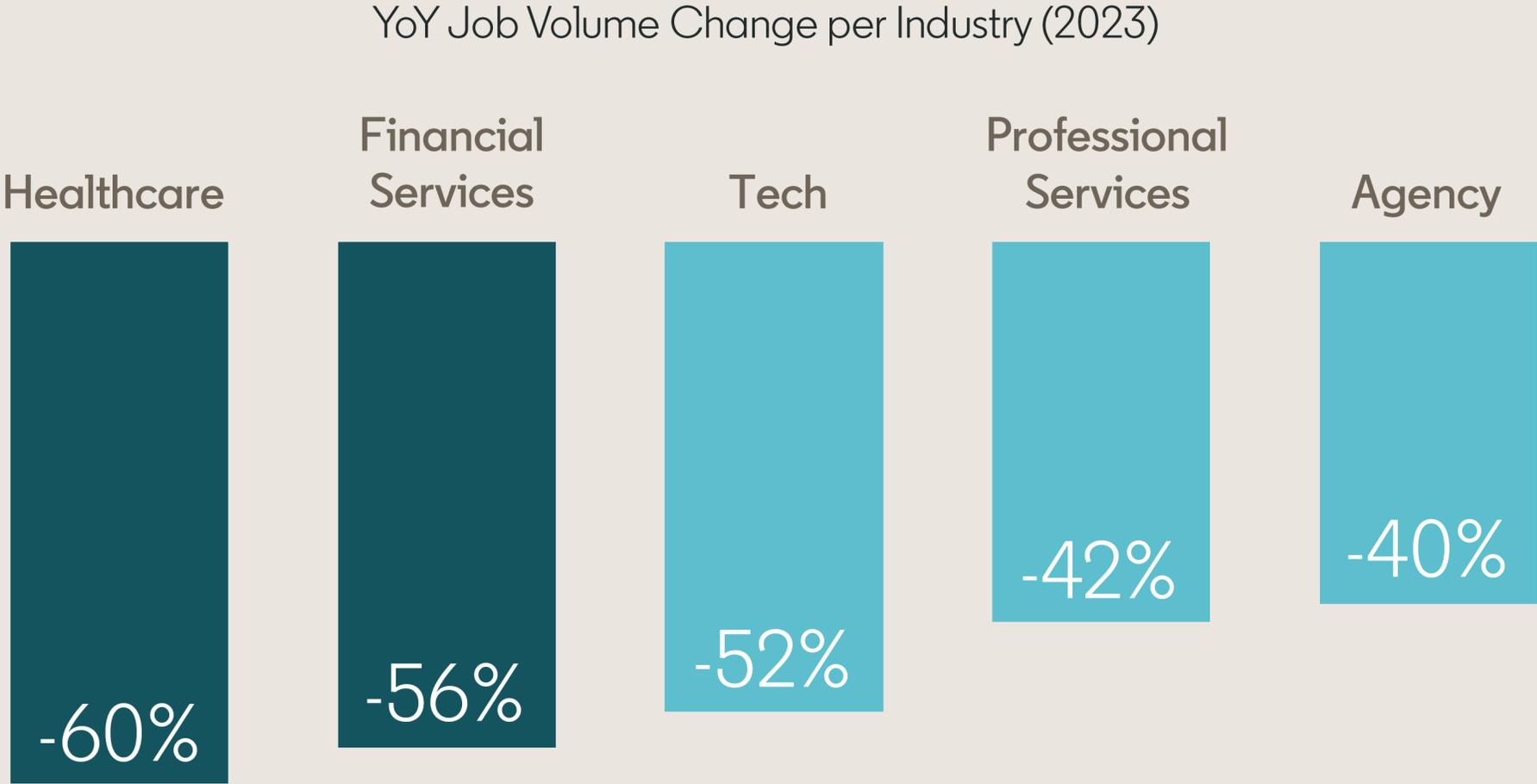
# North American marketers, in particular, had fewer job prospects

NAMER saw the highest decrease, with a 56% decrease in overall marketing job posts, and a 58% decrease in **B2B marketing job posts**



# Marketing professionals in the healthcare industry also competed for fewer jobs

The Financial Services and Tech Industries also shared fewer job listings on LinkedIn in 2023.



But in 2024, most CMOs say they are likely to hire due to growth

83%

of CMOs say they are likely to hire this year, according to early data from **LinkedIn's 2024 B2B Marketing Benchmark**, which will be published in June.

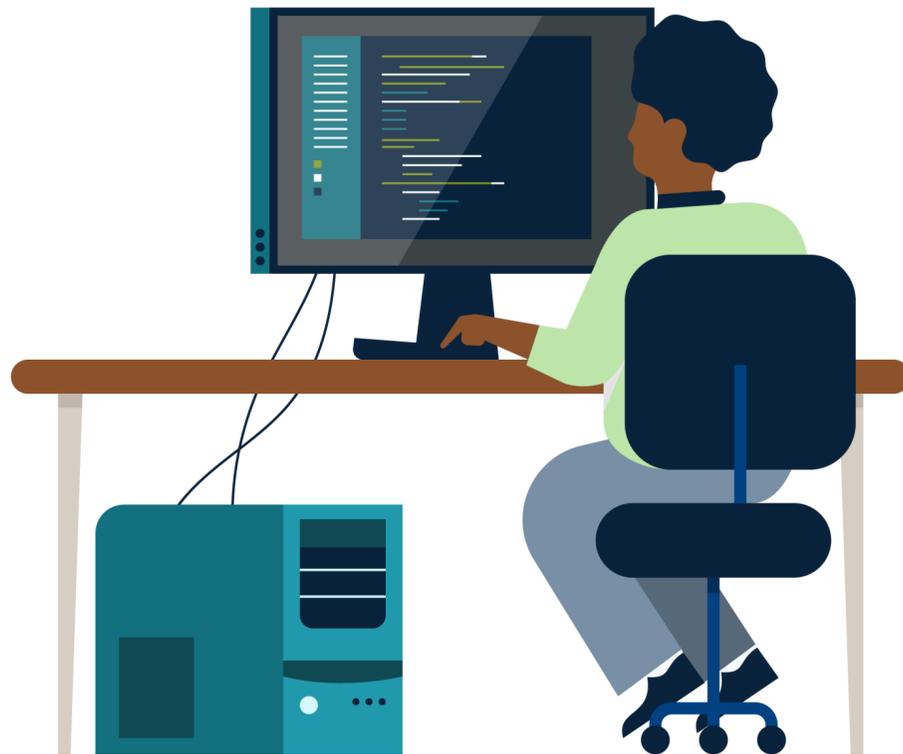


# Industries with the most job opportunities

These industries shared the most job listings on LinkedIn in the past six months. Marketers on the hunt for a new job may find success looking in these areas.

## Top 15 Industry Categories With Most Job Listings

- 1 Advertising Services
- 2 IT Services and IT Consulting
- 3 Software Development
- 4 Retail
- 5 Technology, Information and Media
- 6 Retail Apparel and Fashion
- 7 Real Estate
- 8 Higher Education
- 9 Marketing Services
- 10 Business Consulting and Services
- 11 Food and Beverage Services
- 12 Banking
- 13 Information Services
- 14 Manufacturing
- 15 Financial Services



# WORKPLACE TRENDS

## Remote work downtrending

As return to work became mandatory in some industries, LinkedIn saw a 61% decrease in remote marketing job listings on the platform YoY (from 2022 to 2023).

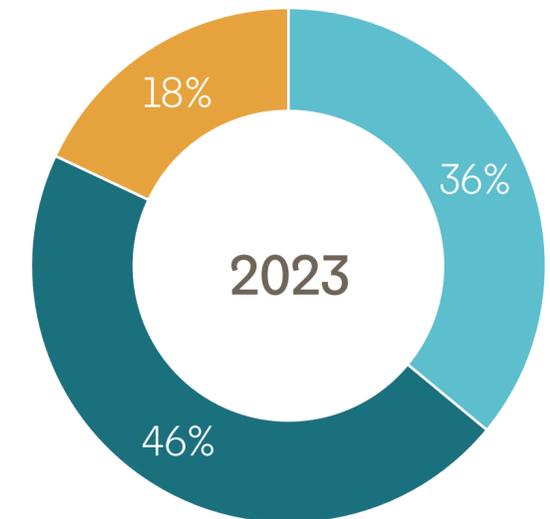
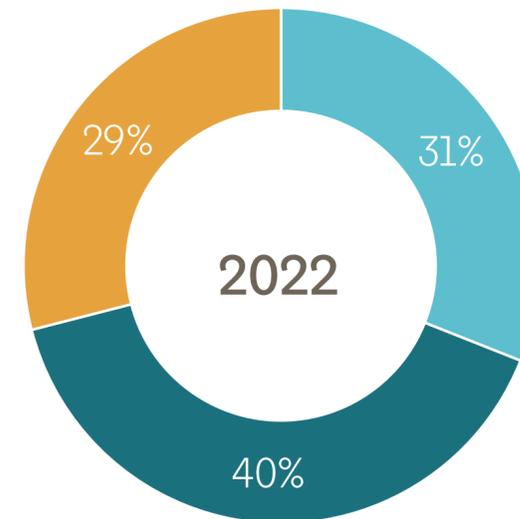
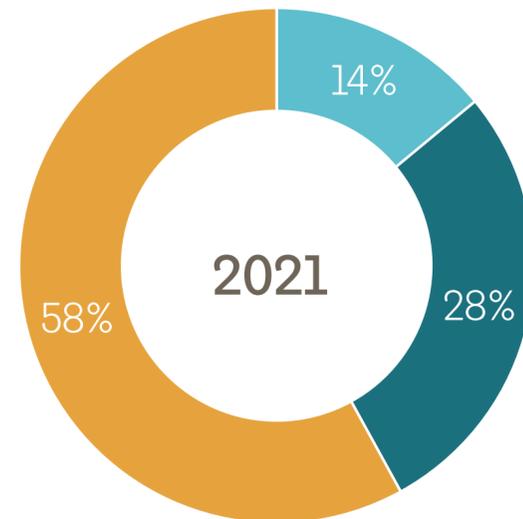


# Hybrid and Onsite Jobs have slowly increased over the past three years



In 2023, only 18% of marketing jobs posted were remote, compared to 58% in 2021.

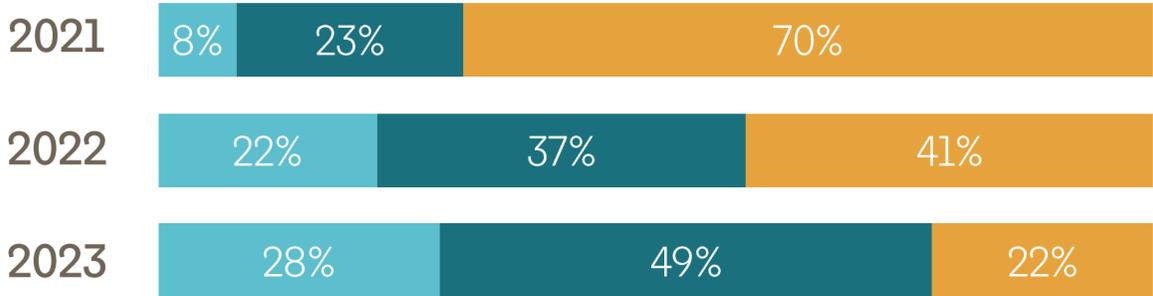
- Hybrid
- Onsite
- Remote



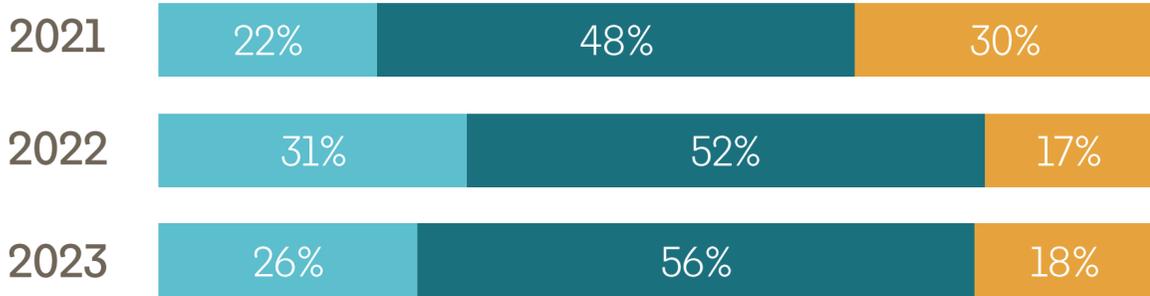
# In 2023, Hybrid and Onsite jobs rose most sharply in EMEA and NAMER, respectively

● Hybrid ● Onsite ● Remote

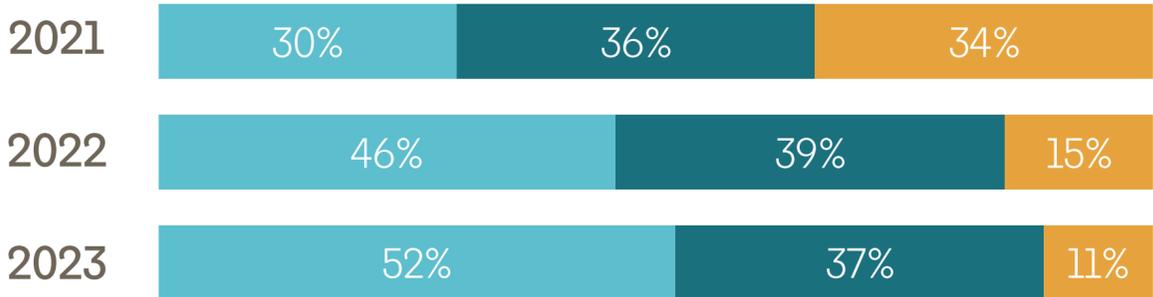
## NAMER



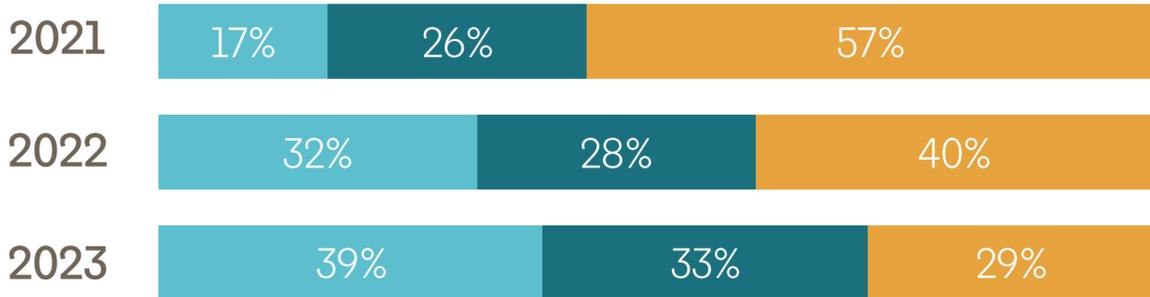
## APAC



## EMEA



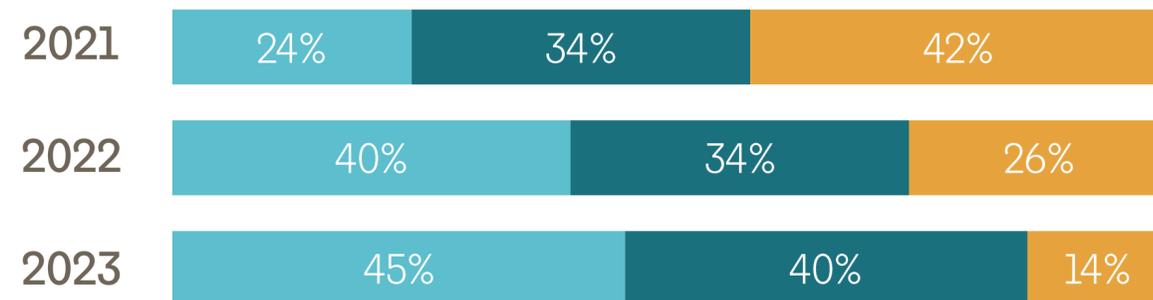
## LATAM



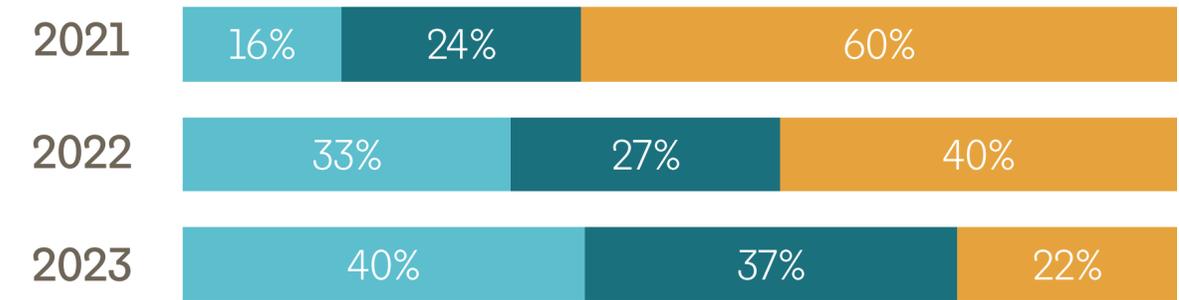
# In 2023, the Financial Services Industry listed the fewest number of remote jobs

● Hybrid ● Onsite ● Remote

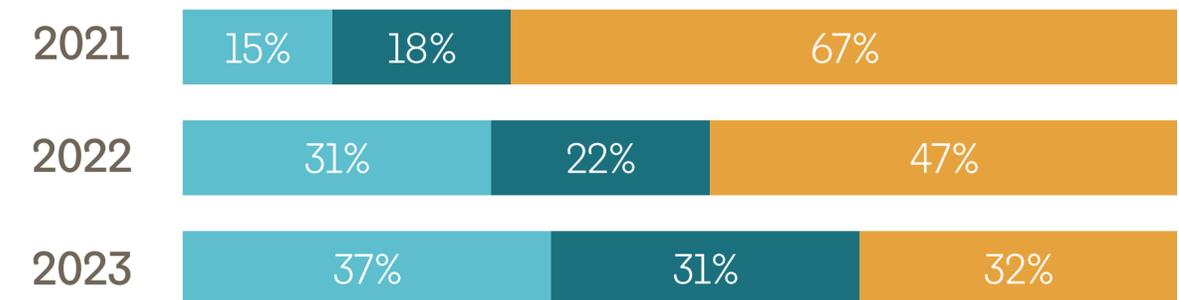
## Financial Services



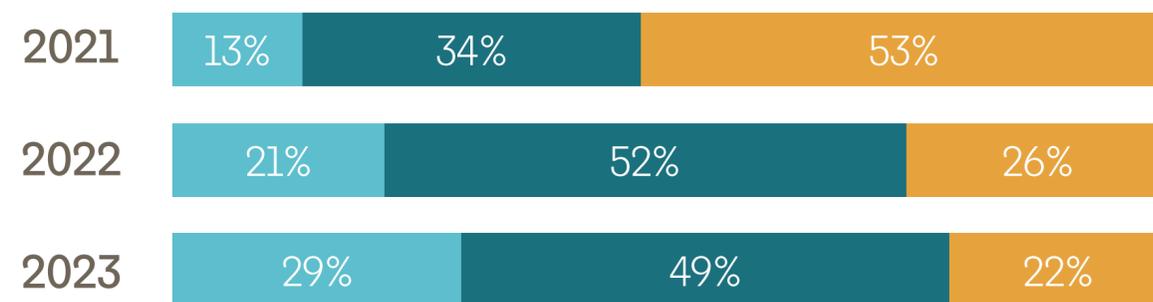
## Professional Services



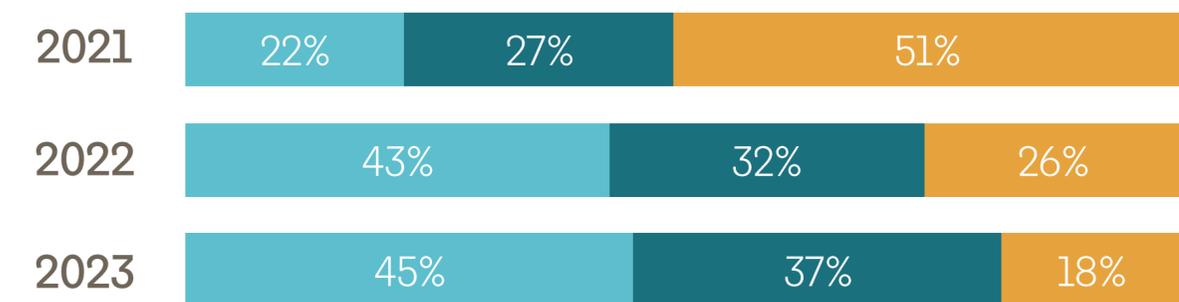
## Technology, Information and Media



## Hospitals and Health Care

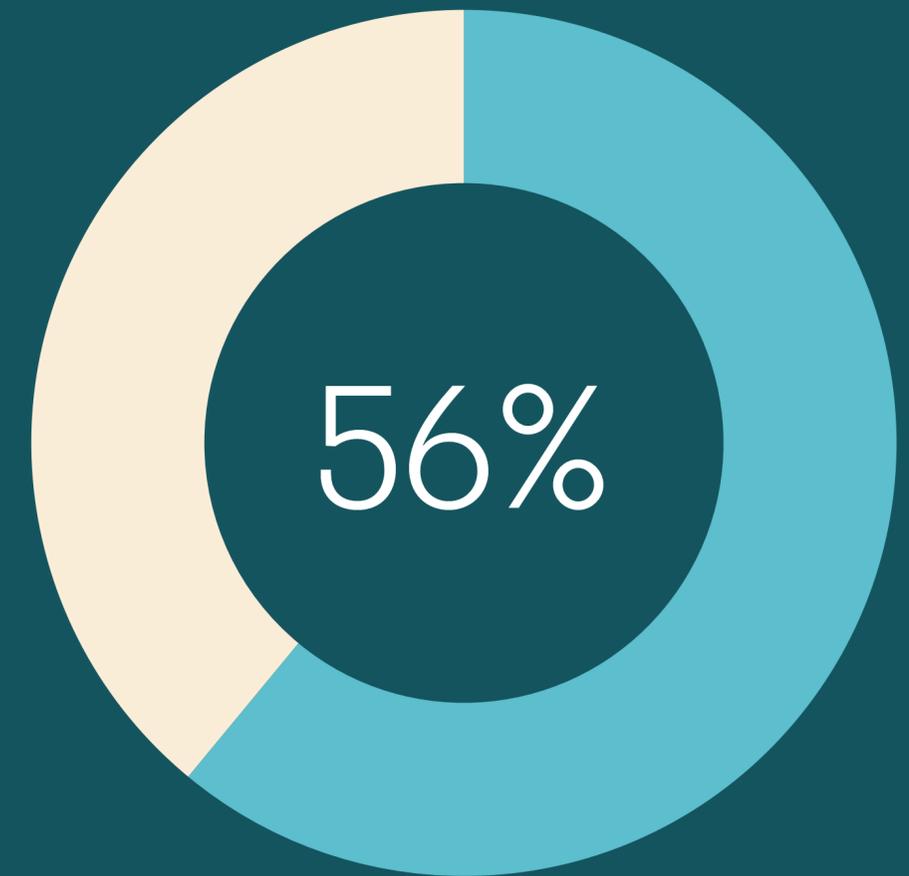


## Advertising Services



# Marketing leaders favor hybrid workplaces

Though more than 6 in 10 (66%) marketing leaders say their organization is requiring employees to be back in the office, just 25% of them prefer it, according to early data from LinkedIn's 2024 B2B Marketing Benchmark, which will be published in June.



**More than half**  
of marketing leaders say they want  
to work in a hybrid environment

# JOB SKILLS TRENDS

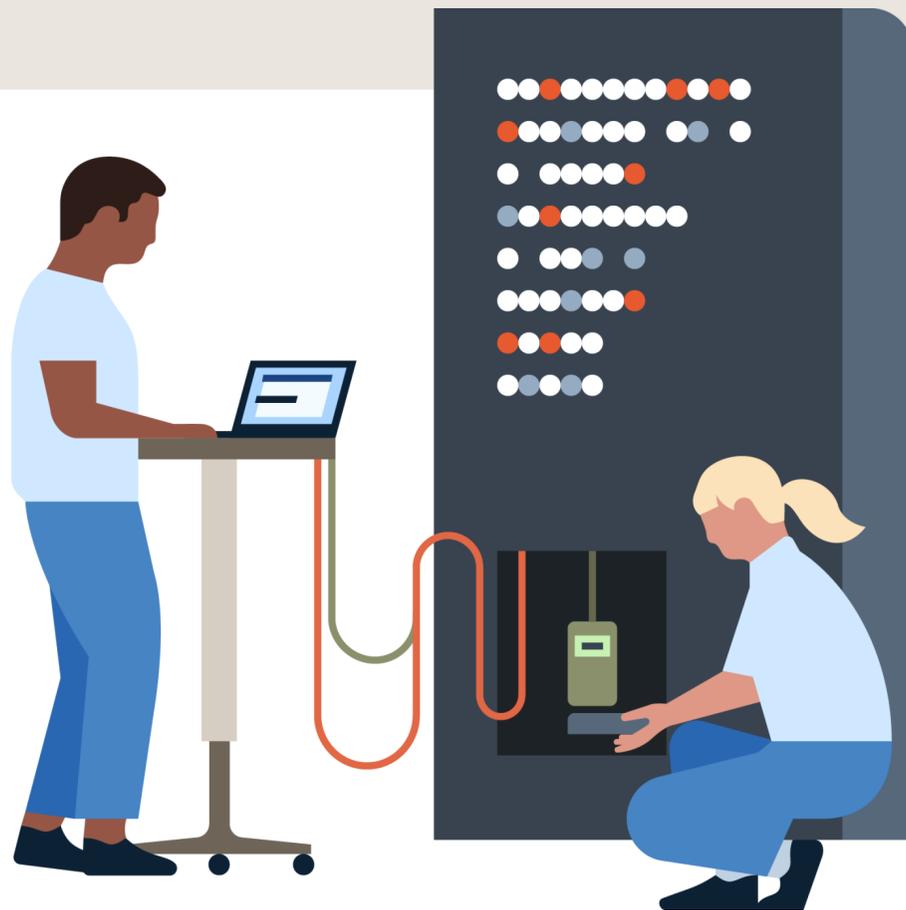
## Both left- and right-brained thinking is critical for marketers

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



# Global top trending/ fastest growing skills

In addition to technical skills, marketers are also increasingly focusing on building generalist skills such as teamwork and collaboration.



## Top Trending/Fastest Growing Skills

(Top skills by growth rate of MKT members claiming skills in the past 12 months)

- 1 web3.js
- 2 A++
- 3 SaaS Sales
- 4 Discord
- 5 Social Media Strategy
- 6 Face-to-Face Sales
- 7 Remote Teamwork
- 8 Notion Productivity Software
- 9 Team Collaboration
- 10 Attention to Detail
- 11 Social Media Writing
- 12 WordPress Development
- 13 Figma (Software)
- 14 User Generated Content
- 15 Creative Marketing

# Top trending/fastest growing skills in NAMER, EMEA, APAC & LATAM



## NAMER

Attention to Detail  
Content Creation  
Events  
Learning  
Brand Marketing



## EMEA

Social Media Management  
Content Creation  
Operations  
Learning  
Analytical Skills



## APAC

Marketing Campaigns  
Social Media Management  
Content Creation  
Learning  
Events



## LATAM

Coordinating Skills  
Social Communication  
Advertising Campaigns  
Content Creation  
Media Communication

# Top trending/fastest growing skills by industry

## HEALTHCARE



Attention to Detail  
Social Media Management  
Market Analysis  
Product Launch  
Cross-Functional Team Leadership

## FINSERV



Content Creation  
Events  
Analytical Skills  
Brand Marketing  
Promotional Marketing

## AGENCY



Return on Investment  
Canva  
Social Media Communications  
Brand Marketing  
Content Strategy

## TECH



Content Creation  
Social Media Optimization (SMO)  
Marketing Analytics  
Web Content Writing  
Brand Awareness

## PROF SERVICES



Marketing Campaigns  
Return on Investment  
Content Creation  
Learning  
Customer Experience

# Skills gap analysis

To surface the skills that will make marketers stand out to potential employers, we compared the top skills that marketers have vs. the skills that are most in demand from open marketing positions. Marketers need creative skills like graphic design and copywriting along with technical know-how like SEO proficiency and data analysis. Gaining proficiency in these areas can help make you a more competitive job candidate.



## Top In-Demand Skills to Make Your Resume Stand Out

(From members on LinkedIn that were hired for marketing roles in the past year)

- 1 Social Media Marketing
- 2 Search Engine Optimization (SEO)
- 3 Adobe Photoshop
- 4 Email Marketing
- 5 Market Research
- 6 Online Marketing
- 7 Analytical Skills
- 8 Copywriting
- 9 Graphic Design
- 10 Customer Relationship Management (CRM)
- 11 E-Commerce
- 12 Data Analysis
- 13 Marketing Communications
- 14 Digital Media
- 15 WordPress

# Top in-demand skills in NAMER, EMEA, APAC & LATAM



## NAMER

Social Media Marketing  
Events  
Strategic Marketing  
Product Marketing  
Email Marketing



## EMEA

Social Media Marketing  
Ad Serving  
Search Engine Optimization (SEO)  
Events  
Analytical Skills



## APAC

Social Media Marketing  
Search Engine Optimization (SEO)  
Ad Serving  
Strategic Marketing  
Market Research



## LATAM

Social Media Marketing  
Analytical Skills  
Events  
Promotional Marketing  
Community Management

# Top in-demand skills by industry

## HEALTHCARE



Social Media Marketing  
Events  
Healthcare  
Strategic Marketing  
Search Engine Optimization (SEO)

## FINSERV



Social Media Marketing  
Banking  
Insurance  
Finance  
Ad Serving

## AGENCY



Social Media Marketing  
Ad Serving  
Search Engine Optimization (SEO)  
Events  
Copywriting

## TECH



Social Media Marketing  
Events  
Analytics  
Email Marketing  
Product Marketing

## PROF SERVICES



Social Media Marketing  
Search Engine Optimization (SEO)  
Adobe Photoshop  
Email Marketing  
Market Research

# LEADERSHIP TRENDS

## CMOs are wearing more hats than ever

Addressing challenges in 2024 requires leaders to have agility, creativity, and a deep understanding of both market dynamics and customer needs.



# What the job market looks like for the most senior of marketing roles – the CMO

Which region has the highest concentration of B2B CMOs?



NAMER

38%



EMEA

30%



APAC

24%



LATAM

8%

Which industries  
have the most CMOs?

21%

Advertising Services

17%

and IT Services/Consulting

# Global CMO tenure is steady in B2B

Global CMO jobs are down 47% in Feb 2024 compared to 2023.

47% ↓

Global CMO Jobs

However, **tenure is the same YoY**, which points to more stability in the CMO role.

## The CMO Role Is Evolving

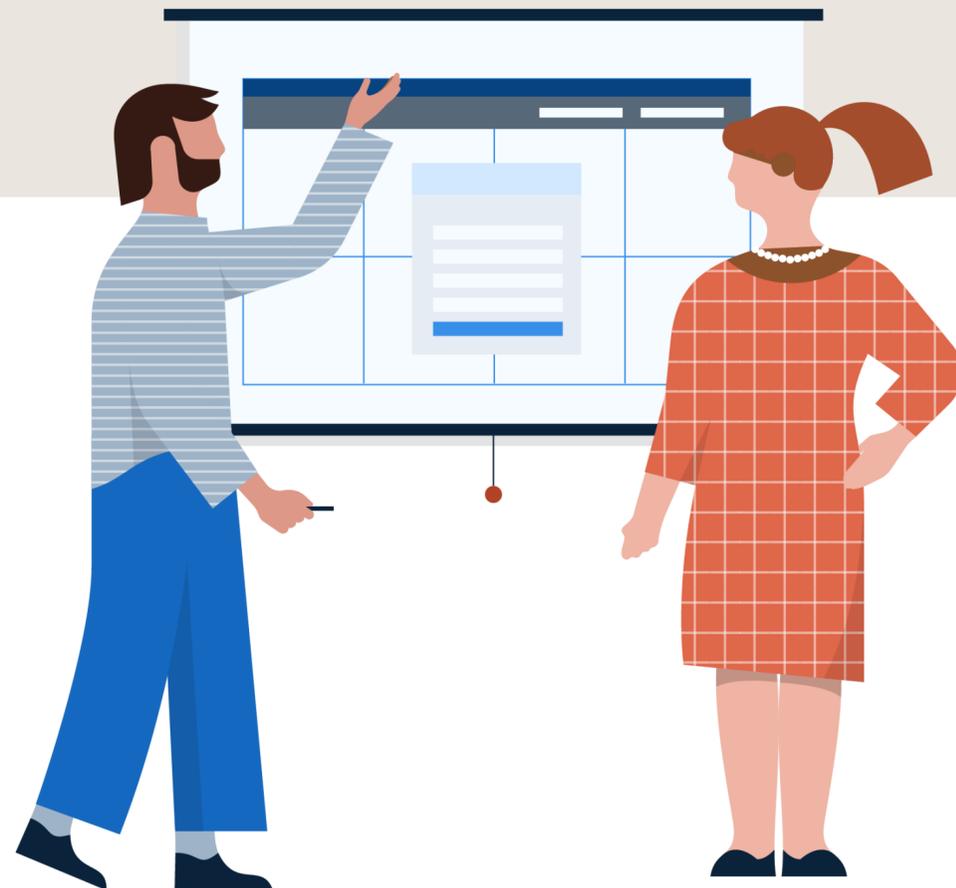
Though B2B CMO jobs have decreased overall YoY, our data points to a broader shift in how this role is evolving into titles such as Chief Brand and Analytics Officer, Chief Growth Officer and Chief Marketing and Communications Officer.



# CMOs are focused on learning

As their teams have gotten leaner and they take on more responsibilities, CMOs have increased their learning YoY.

LinkedIn Learning's Top 15 Courses point to more technical learning by CMOs, and a desire to understand Gen AI.



## Top LinkedIn Learning Courses

- 1 [Digital Marketing Foundations](#)
- 2 [What Is Generative AI?](#)
- 3 [JavaScript Essential Training](#)
- 4 [Introduction to Artificial Intelligence](#)
- 5 [Generative AI for Business Leaders](#)
- 6 [Excel Essential Training \(Microsoft 365\)](#)
- 7 [Project Management Foundations](#)
- 8 [Photoshop 2023 Essential Training](#)
- 9 [Generative AI for Digital Marketers](#)
- 10 [SEO: Keyword Strategy](#)
- 11 [Growth Marketing Foundations](#)
- 12 [SEO Foundations](#)
- 13 [How to Write a Marketing Plan](#)
- 14 [B2B Go-to-Market Strategy: How to Transform Your Business](#)
- 15 [Learning LinkedIn Sales Navigator](#)

# Leaders need both technical & relationship-building skills

CMOs are focused on boosting their critical thinking and analytical skills as well as abilities in Executive Management, Go-to-Market Strategy and Customer Acquisition.



## Fastest Growing Skills for CMOs

- 1 Sales and Marketing
- 2 Customer Acquisition
- 3 Analytical Skills
- 4 Customer Experience
- 5 Data Analysis
- 6 Brand Awareness
- 7 Go-to-Market Strategy
- 8 Content Strategy
- 9 Content Marketing
- 10 Executive Management
- 11 Customer Satisfaction
- 12 Digital Strategy
- 13 Operations Management
- 14 Market Analysis
- 15 Business-to-Business (B2B)

# TECH TRENDS: AI TRANSFORMATION

## Marketers are eager to learn new AI skills

Since ChatGPT burst onto the scene in 2022, Gen AI has started to become an integral part of marketers' jobs.

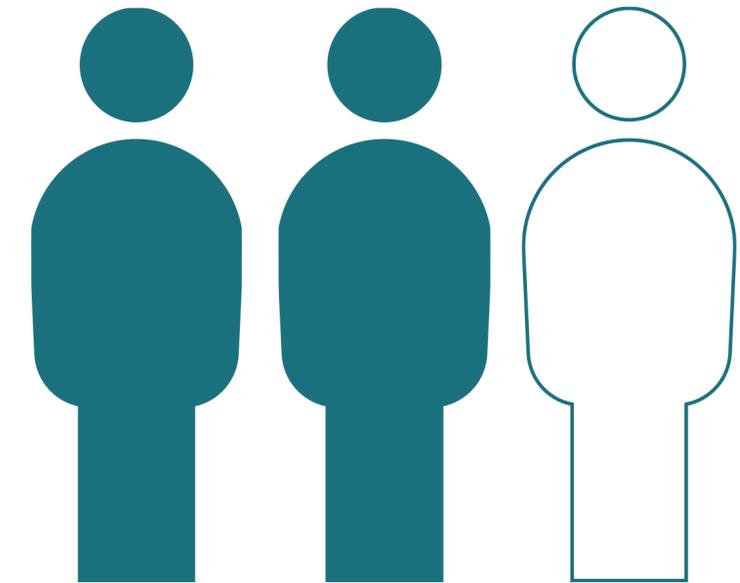


# AI skills are becoming a must-have in marketing

Early data from LinkedIn's 2024 B2B Marketing Benchmark reinforces how quickly generative AI has become a key tool for marketers.

Many B2B marketing organizations are already leveraging AI applications.

Just over 2 in 3 B2B marketing leaders are currently using AI applications in their marketing activities.\*



\*LinkedIn 2023 B2B Marketing Benchmark, LinkedIn & Ipsos, June 2023.

# Gen AI's impact on marketing professionals

Leveraging GAI tools will help marketing professionals automate certain routine job functions. Streamlining routine tasks will let them spend more of their workday using skills that require human judgment and creativity.

## Top 5 Ways B2B Marketers Plan to Use Gen AI Technology in 2024\*

Efficiency & Content Generation remain relevant over time.

Generate more content in less time



Increase efficiency so I can focus on higher value work



Create optimized and engaging content that resonates with target audience



Build more creative campaigns



Gain competitive advantage



\*LinkedIn 2023 B2B Marketing Benchmark, LinkedIn & Ipsos. June 2023.

# Marketers were eager to learn new AI skills last year

Last year, we introduced a variety of new free AI LinkedIn Learning Courses, and our members responded enthusiastically – internal data showed that there was a massive uptick in watch time of AI-related LinkedIn Learning courses by global marketers.

## Top 5 LinkedIn Learning AI Courses

- ▶ [What Is Generative AI?](#)
- ▶ [Introduction to Artificial Intelligence](#)
- ▶ [Introduction to Prompt Engineering for Generative AI](#)
- ▶ [Ethics in the Age of Generative AI](#)
- ▶ [Prompt Engineering: How to Talk to the AIs](#)

# Marketers enhanced their resumes with new AI skills

LinkedIn internal data shows that **2X more global marketers added AI as a skill** to their profile in Q4 2023 relative to Q4 2022.



## Top AI-Related Skills Added by Marketers in 2023

- Prompt Engineering
- Midjourney
- DALL-E
- GPT-3
- GPT-4
- Generative Art
- Stable Diffusion
- GitHub Copilot
- ChatGPT

# Report methodology

## Marketing Jobs Growth

LinkedIn's job post data (2022– 2023) was used to determine growth in number of marketing function roles YoY. (Feb. 2022 – Feb. 2024)

## Workplace Trends

Work location flags within LinkedIn job posts were analyzed to determine how 'Return to Office' policies have changed where marketing function roles are being required to work. (Feb. 2022 – Feb. 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 – Feb. 2024)

## Tech Trends: AI Transformation

Economic Graph skills data was used to derive top AI skills while aggregated member profile data was used for growth. LinkedIn Learning viewership was analyzed to determine most viewed content for this same marketing function audience. (Jan. 2023 – Dec. 2023)

## Leadership Trends

CMOs were defined as having a CXO seniority and marketing function within a B2B industry. Job post and member profile data were aggregated to determine YoY role and skill trends. (Feb. 2023 – Feb. 2024)

## 2024 B2B Marketing Benchmark

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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# Thank you

2024 Global Marketing Jobs Outlook:  
NAMER, EMEA, APAC & LATAM