

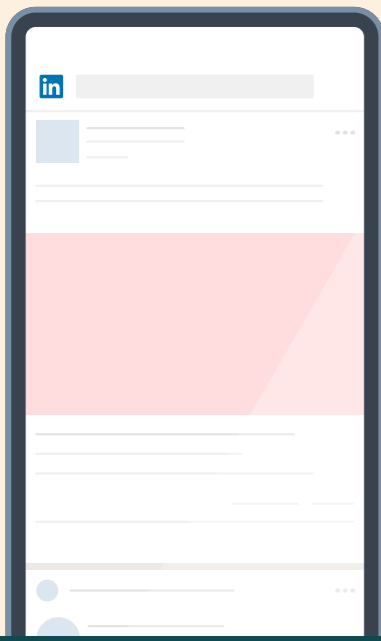
# 2024 Fall Marketing Jobs Outlook at a Glance

Human-centric skills and social abilities are more pivotal than ever



## Marketing Jobs Are Rebounding

#1



Marketing job postings increased **76%** YoY on LinkedIn in 2024.

B2B industries like



Tech &



Financial Services

see gradual recovery after 2023 layoffs.

#2

## There's High Job Satisfaction in Marketing



**67%** of CMOs report that they are "completely satisfied" with their jobs.



**91%** of Marketers are satisfied with their current jobs.



**55%** of Marketers

say they'd leave if the right opportunity came along

## Marketers Feel Overwhelmed by Workplace Change

#3



**72%**

feel overwhelmed by the rapid evolution of their roles.

**53%**

worry about being left behind due to the speed of technological advancements like AI.

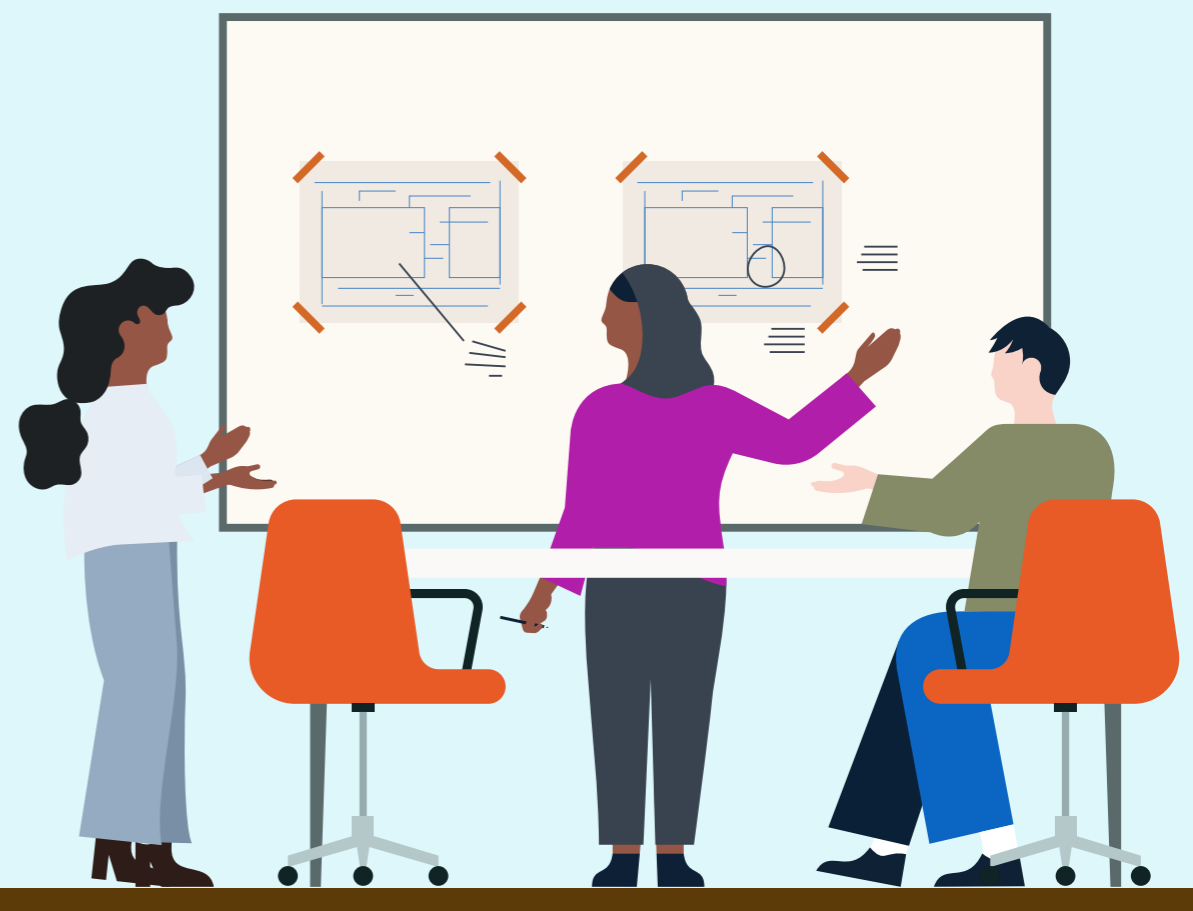
#4

## Skill of the Year – Collaborative Problem-Solving

Recognized as 2024's "Skill of the Year," with

**138%** growth from 2021 to 2023.

Promotes customer-centric decision-making and agility within teams.



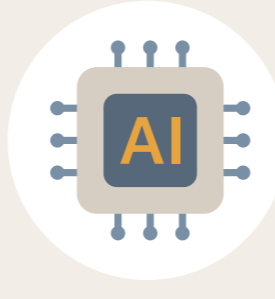
## Top 3 Hard Skills for Marketers in 2024

#5



**Creative Execution**

Demand grew **443%** over two years.



**Artificial Intelligence (AI)**

Skills in AI grew **392%** in the same period.



**Marketing Technology**

Increased **351%** as tools and platforms evolve.

2024 is shaping up to be a year of **growth, innovation, and skills evolution for marketers.** Whether navigating AI's impact, learning new tools, or collaborating with teams, staying adaptable is key to thriving in this competitive space.

Want to learn more? Check out the full **2024 Fall Marketing Jobs Outlook**