

Top Marketing Skills in Demand

In the last half year, digital marketing and social media jobs are trending on LinkedIn. Half of the top 10 jobs posted on the platform are in the digital or media space.



As the pandemic accelerated the shift to virtual, jobs like Digital Marketing Specialist grew in demand, while jobs like Media Coordinator grew the most overall.

A Look at Marketing Occupations represented in NAMER

Fastest Growing Occupations (YoY Growth)

1. Media Coordinator
2. Search Manager
3. Social Media Coordinator
4. Search Engine Marketing Manager
5. Media Manager
6. Marketing Analyst
7. Search Specialist
8. Email Marketing Specialist
9. Search Engine Optimization Analyst
10. Digital Media Manager

Most In-Demand Occupations (By Volume of Job postings)

1. Digital Marketing Specialist
2. Digital Account Executive
3. Social Media Manager
4. Digital Marketing Manager
5. Copywriter
6. Marketing Associate
7. Account Supervisor
8. Marketing Assistant
9. Digital Strategist
10. Marketing Manager

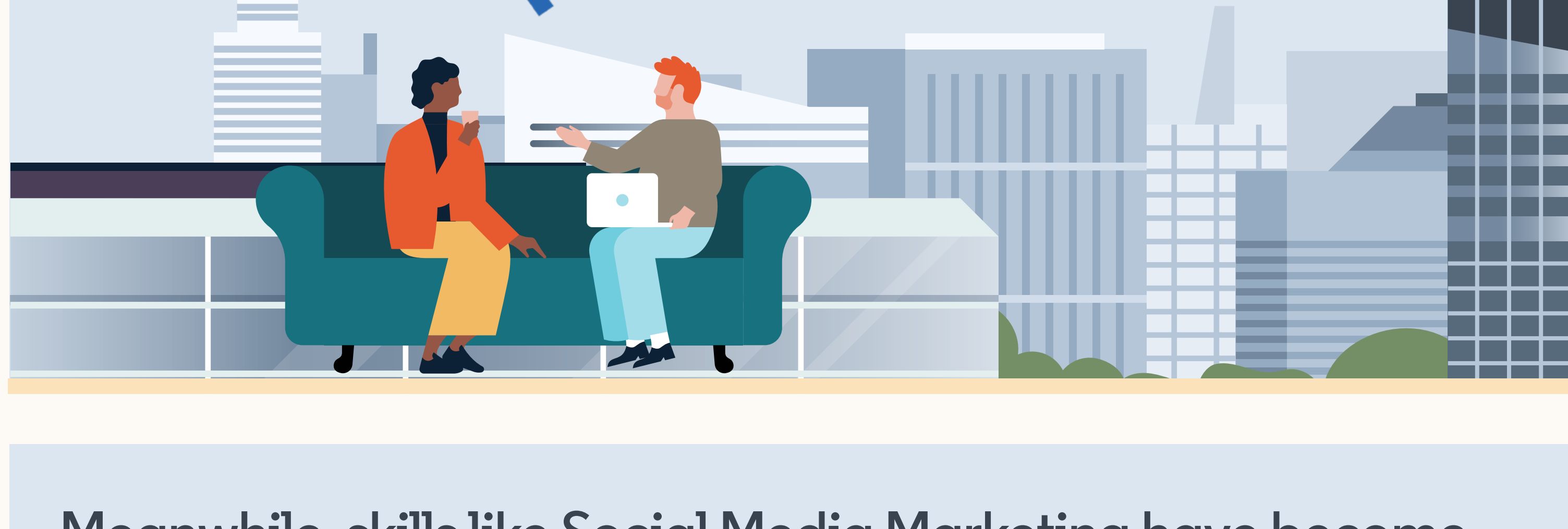


Companies like Hibu have hired the most for these roles in the last six months.

A Look at Companies Hiring for these Roles

Top Companies Hiring (By Volume of Job postings)

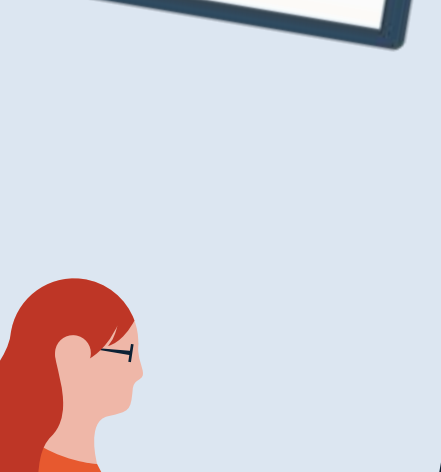
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| Hibu | RR Donnelley | PMG Digital Agency |
| Townsquare Interactive | PMG Digital Agency | LQ Digital |
| W2O Group | Spectrum Reach | Valpak |
| A Dream Life | iCrossing | Elev8 Global |
| JumpCrew | Event Pop | |



Meanwhile, skills like Social Media Marketing have become more essential as roles like Media Coordinator have grown.

What are the skills in demand for top Marketing jobs?

These roles reflect the talent and skills in need in the current environment (last 6 months).



Roles with Highest Growth

- Media Coordinator
- Search Manager
- Social Media Coordinator
- Search Engine Marketing Manager
- Media Manager

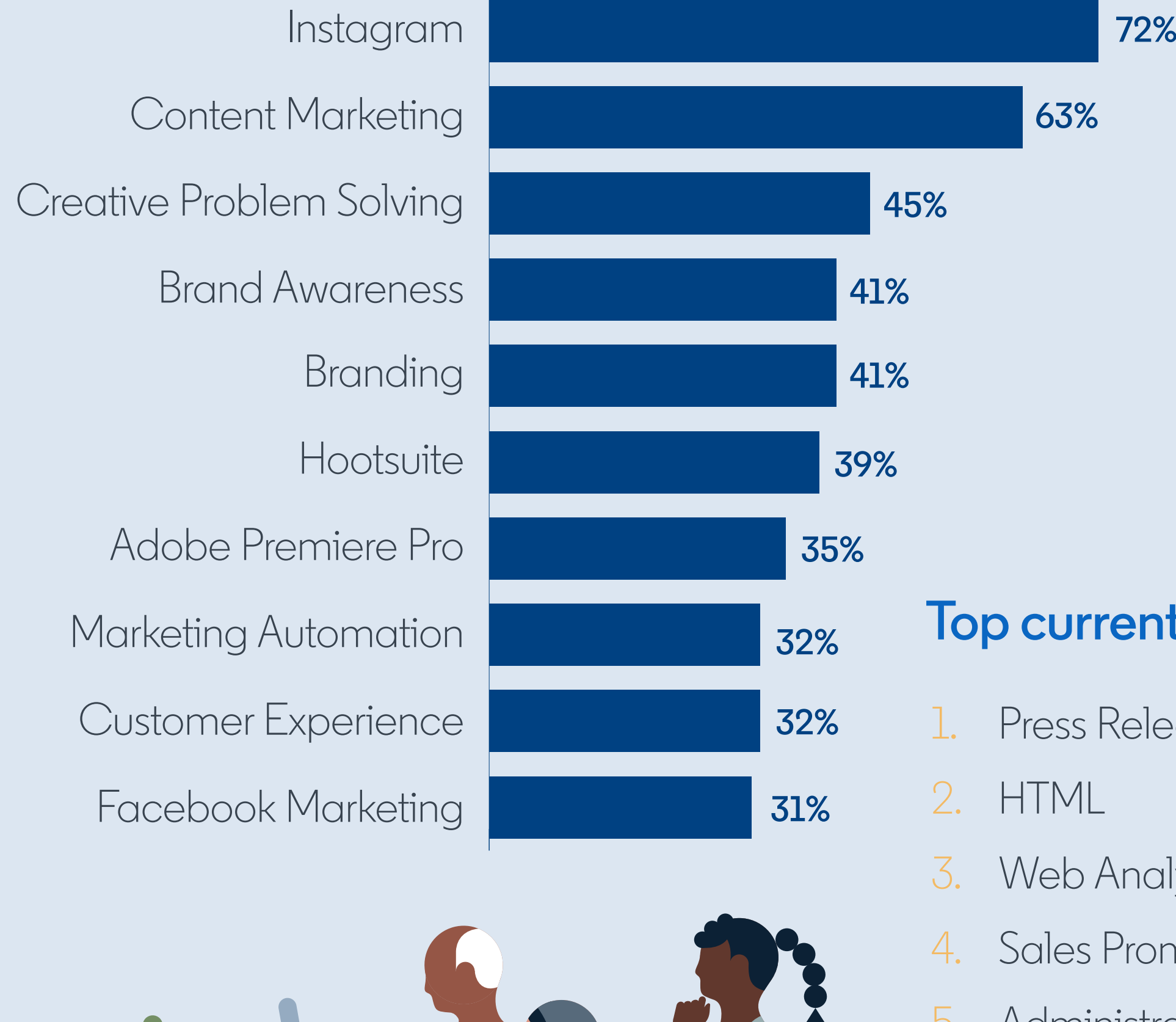
Skills in demand

- Social Media Marketing
- Paid Search Strategy
- Social Media
- Search Engine Marketing Marketing



Knowing how to write press releases is a current must-have skill, while becoming an expert at social media and content marketing will prepare you for the near future.

Fastest Growing Skills



Top current skills

1. Press Releases
2. HTML
3. Web Analytics
4. Sales Promotion
5. Administrative Assistance
6. Digital Marketing
7. Adobe Acrobat
8. Retail Sales
9. Google Analytics
10. Content Management Systems (CMS)



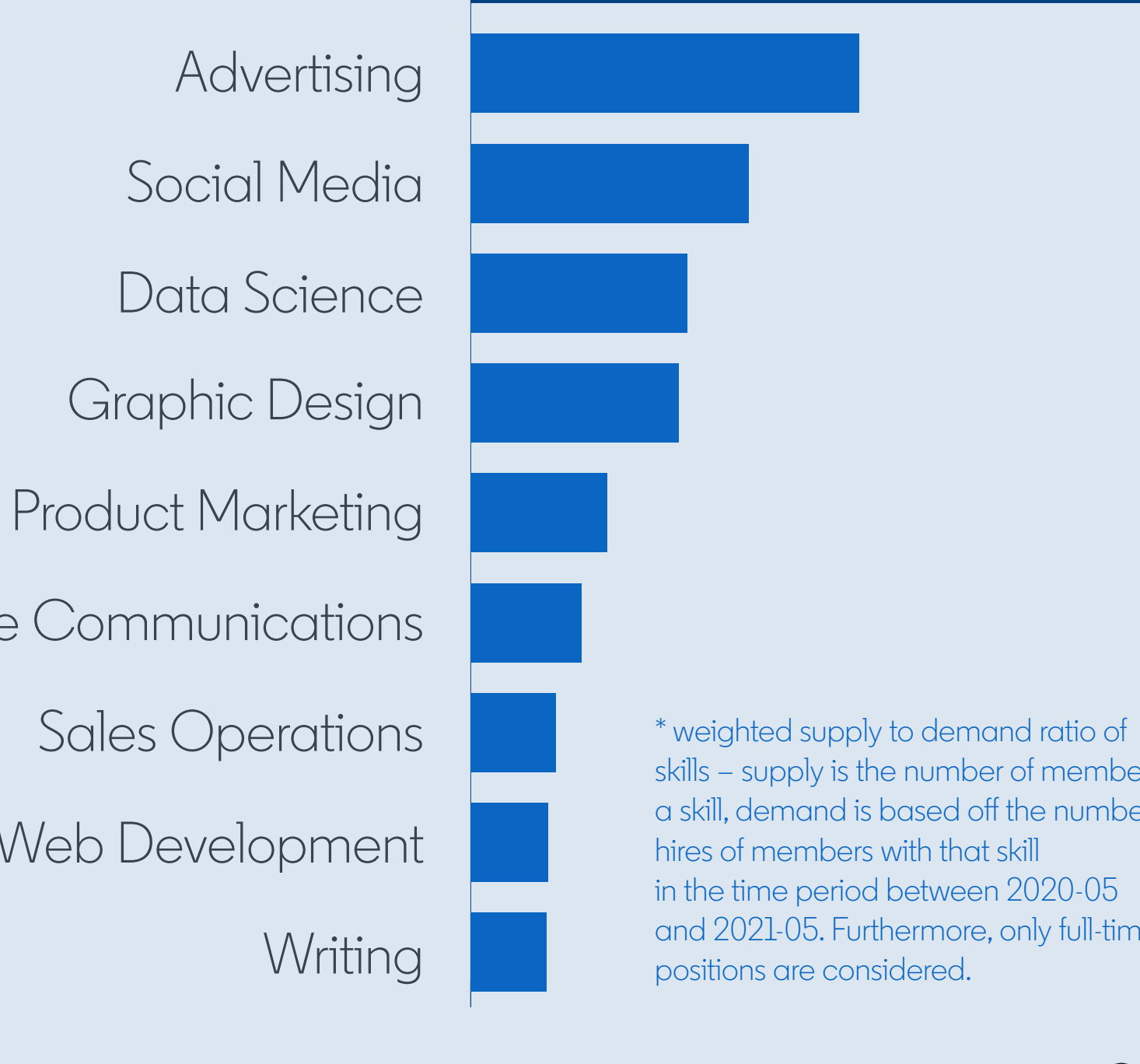
As demand for Digital Marketing has risen, being skilled in Digital Strategy, Omniture, Link Building, Search Advertising, and Off-Page SEO will help you stand out.

Skill Supply & Demand in NAMER

The greatest mismatch surfaces in the 'Digital Marketing' skill



Relative supply to demand index*



* weighted supply to demand ratio of skills – supply is the number of members with a skill, demand is based off the number of hires of members with that skill in the time period between 2020-05 and 2021-05. Furthermore, only full-time positions are considered.

Top skills gaps in this competency

- Digital Strategy
- Omniture
- Link Building
- Search Advertising
- Off-Page SEO



LinkedIn Learning courses like SEO Foundations and Social Media Marketing Foundations can help you enhance your skills.

What courses are the most popular in Marketing?

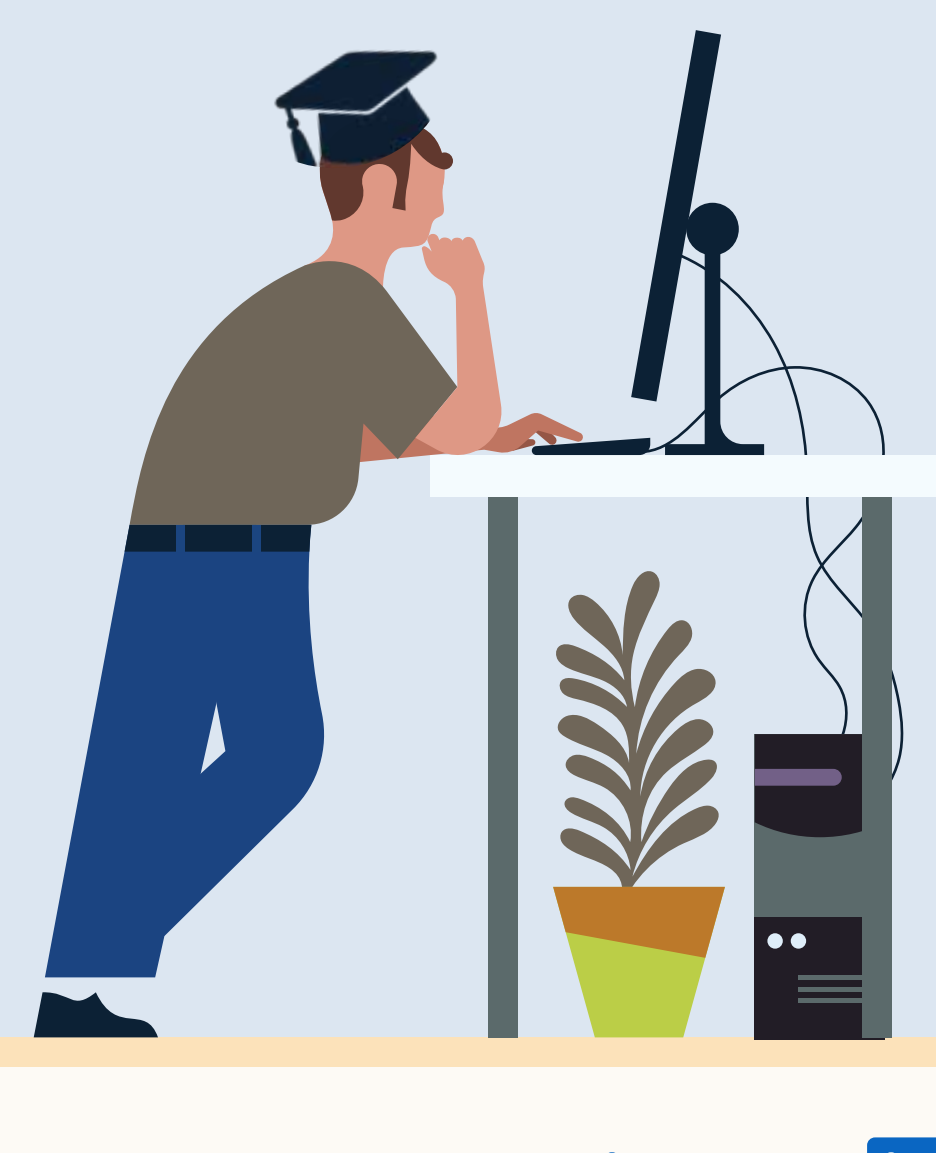
Top 10 LinkedIn Learning Courses

Course	Learners (past 12 mo)
1. The Six Morning Habits of High Performers	24,874
2. Online Marketing Foundations (2018)	8,763
3. Unconscious Bias	8,384
4. SEO Foundations	7,900
5. Google Universal Analytics Essential Training (2020)	7,505
6. Social Media Marketing Foundations	5,807
7. Digital Marketing Trends	5,558
8. Strategic Thinking	5,163
9. Confronting Bias: Thriving Across Our Differences	4,580
10. The Six Morning Habits of High Performers	4,449

What courses are recommended for the Digital Marketing skill?

Top 5 LinkedIn Learning Courses

- SEO Foundations
- Social Media Marketing Foundations
- Online Marketing Foundations
- Marketing Tools: Digital Marketing
- Social Media Marketing: Strategy and Optimization



Source: LinkedIn Internal Data – Based on total NAMER jobs in the Marketing function listed on LinkedIn in 30 March 2020 to 29 Sept 2020 compared to 30 Sept 2020 to 30 March 2021.