

How Marketers Are Reimagining the World of Work and Discovering New Career Opportunities

As the economy begins to recover, marketing jobs are pivoting toward remote work and more flexible staffing. Marketers are also relocating to cities like New York and Atlanta to advance their careers.



The transition to a remote or hybrid workforce during the pandemic is causing a fundamental shift in the way we work.

The share of Remote Jobs continue to rise since the onset of COVID-19



For Marketing roles, the amount of remote job listings increased by **177%** in the last 6 months

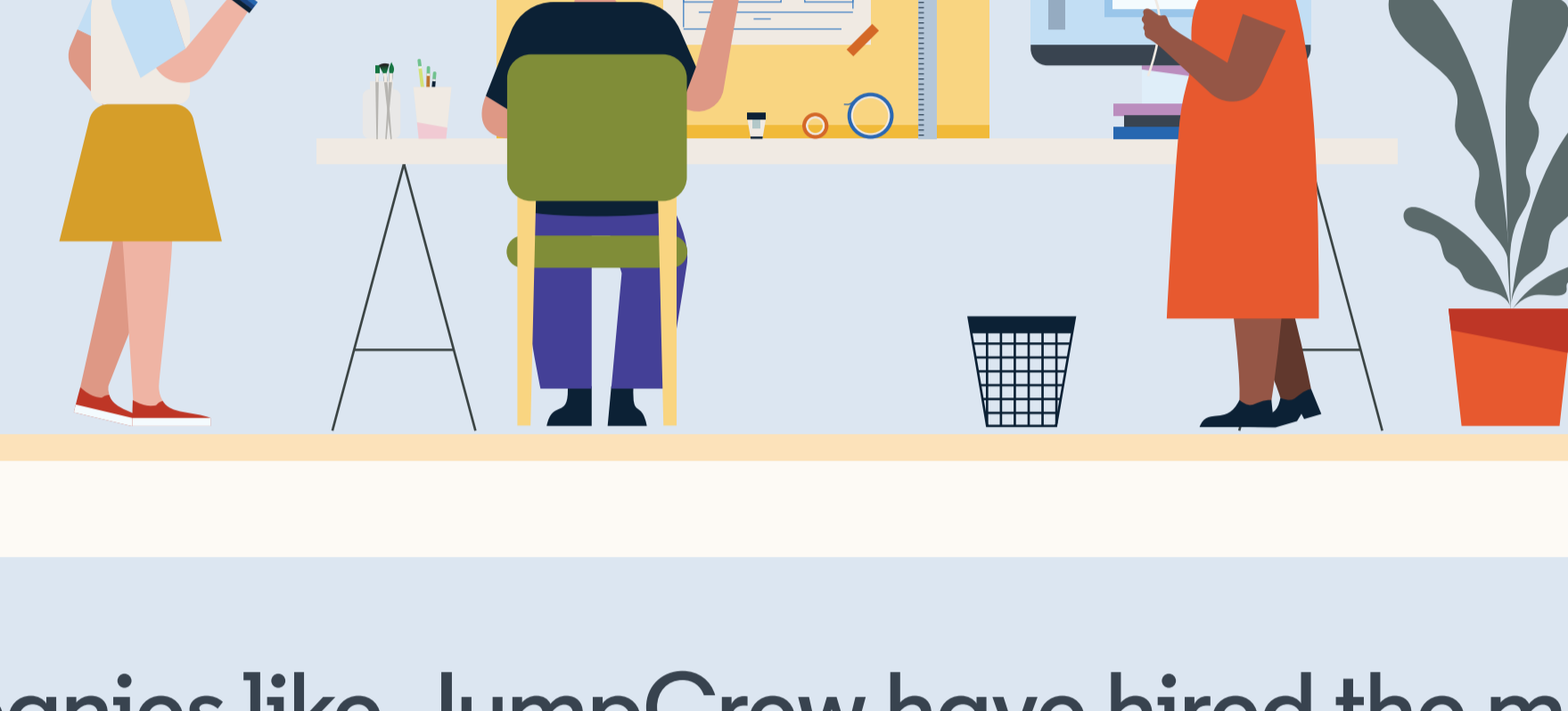


% of US Paid Jobs that are Remote - By Week

Remote Digital Marketing Specialist and Copywriter roles grew in demand as companies became more comfortable with work-from-home teams.

Top 10 Growing Remote Jobs for Marketers (Past 6 Months)

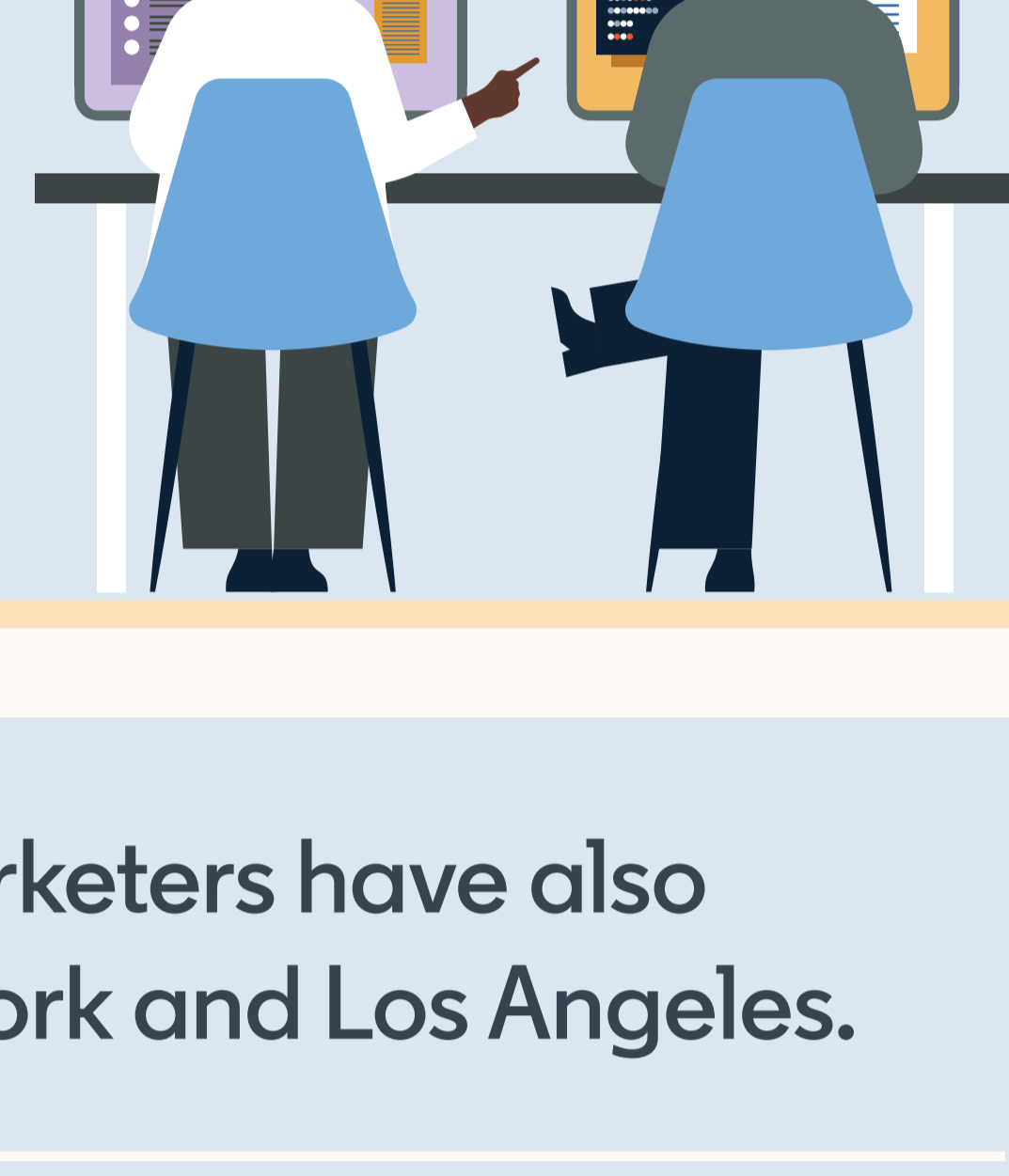
- Digital Marketing Specialist
- Copywriter
- Digital Marketing Manager
- Search Engine Optimization Specialist
- Content Writer
- Social Media Manager
- Marketing Manager
- Media Buyer
- Social Media Marketing Specialist
- Account Manager



Companies like JumpCrew have hired the most for remote marketing roles in the last six months.

Top Companies Hiring for Remote jobs

- JumpCrew
- Tinuiti
- W2O Group
- Dentsu International
- Merkle
- Attentive
- LQ Digital
- Directive
- Epsilon
- LiveRamp

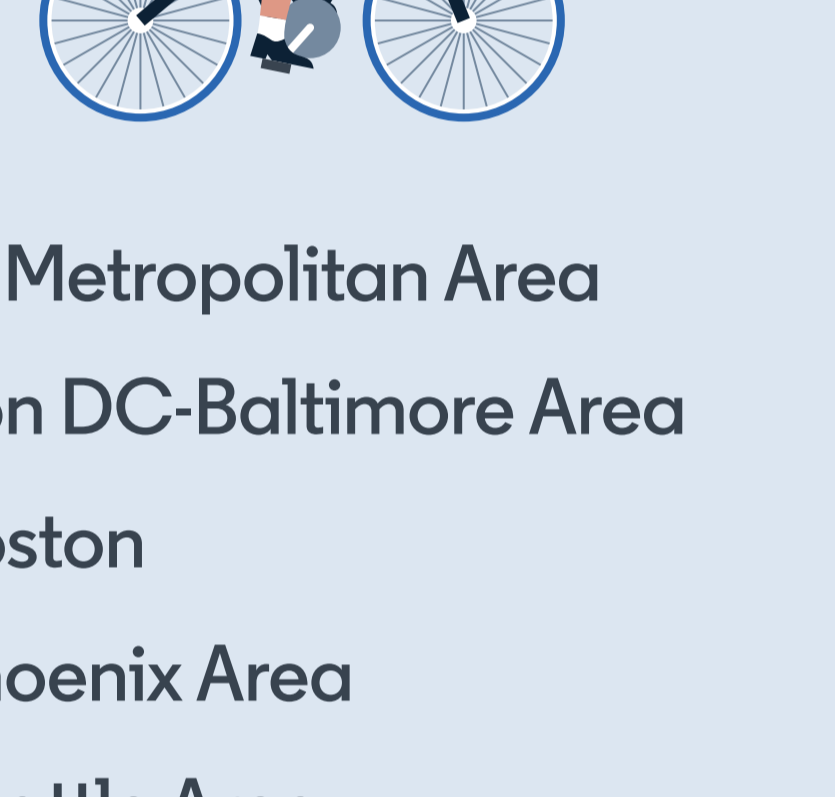


Meanwhile, to boost their careers, marketers have also started to relocate to cities like New York and Los Angeles.

Number of marketer relocations in the past 6 months (as of 4/1/2021)

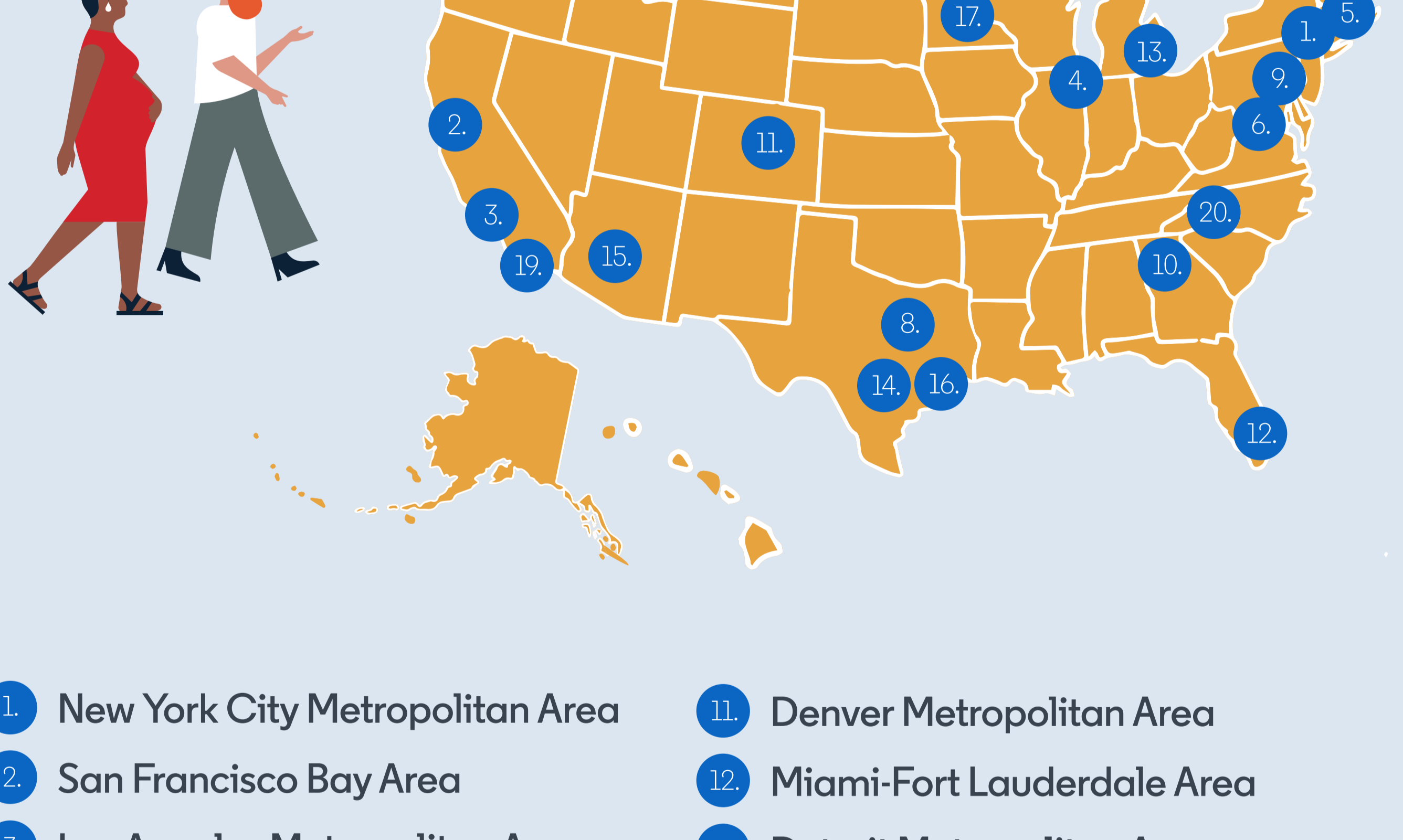


NYC & Atlanta are hot spots for marketers



- New York City Metropolitan Area
- Atlanta Metropolitan Area
- Los Angeles Metropolitan Area
- San Francisco Bay Area
- Miami-Fort Lauderdale Area
- Greater Tampa Bay Area
- Greater Chicago Area
- Austin, Texas Metropolitan Area
- Denver Metropolitan Area
- Dallas-Fort Worth Metroplex
- San Diego Metropolitan Area
- Washington DC-Baltimore Area
- Greater Boston
- Greater Phoenix Area
- Greater Seattle Area
- Greater Orlando
- Greater Philadelphia
- Greater Houston
- Charlotte Metro
- Salt Lake City Metropolitan Area

Opportunity also exists in places like San Francisco and Chicago.



- New York City Metropolitan Area
- San Francisco Bay Area
- Los Angeles Metropolitan Area
- Greater Chicago Area
- Greater Boston
- Washington DC-Baltimore Area
- Greater Seattle Area
- Dallas-Fort Worth Metroplex
- Greater Philadelphia
- Atlanta Metropolitan Area
- Denver Metropolitan Area
- Miami-Fort Lauderdale Area
- Detroit Metropolitan Area
- Austin, Texas Metropolitan Area
- Greater Phoenix Area
- Greater Houston
- Greater Minneapolis-St. Paul Area
- Greater Montreal Metropolitan Area
- San Diego Metropolitan Area
- Charlotte Metro

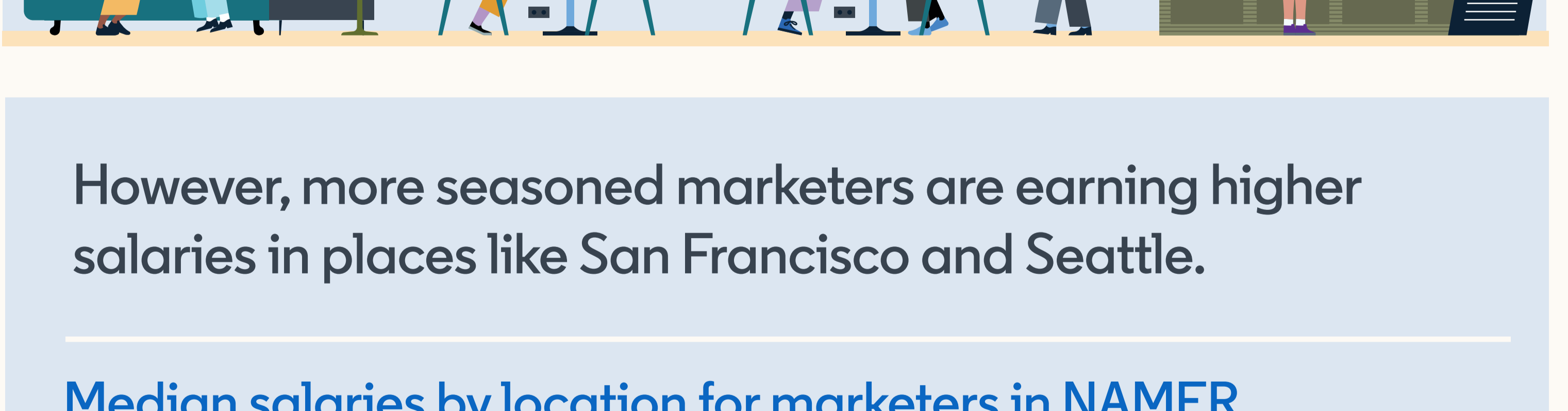
If you're a marketer just starting your career, you'll land a higher salary in cities like Charleston, South Carolina, and Toronto, Ontario.

Median salaries by location for marketers in NAMER

Entry level: <2 years experience

Highest Paying Regions	Median Salary
Charleston, South Carolina Area	\$87,700
San Francisco Bay Area	\$87,200
Toronto, Canada Area	\$86,700
Louisville, Kentucky Area	\$86,600
Greater Atlanta Area	\$85,800

Lowest Paying Region	Median Salary
Lubbock, Texas Area	\$33,300
Baton Rouge, Louisiana Area	\$33,200
Las Cruces, New Mexico Area	\$32,600
Bryan/College Station, Texas Area	\$28,600
Sarasota, Florida Area	\$25,500



However, more seasoned marketers are earning higher salaries in places like San Francisco and Seattle.

Median salaries by location for marketers in NAMER

Seniority: Greater than 2 years of experience

Highest Paying Regions	Median Salary
San Francisco Bay Area	\$92,600
Greater Seattle Area	\$91,200
Pittsfield, Massachusetts Area	\$86,000
Houston, Texas Area	\$85,800
Orange County, California Area	\$83,600

Lowest Paying Region	Median Salary
San Angelo, Texas Area	\$36,500
Jacksonville, North Carolina Area	\$34,600
Hattiesburg, Mississippi Area	\$34,100
Anniston, Alabama Area	\$32,300
Cumberland, Maryland Area	\$30,800



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.

