



# What's Next in Marketing?

The 2022 Workforce  
Trends Report

# Getting Back to Work or Going Forward?

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Since 2020, when the Coronavirus (COVID-19) pandemic forced unprecedented changes to the ways we live and work, we've been on a difficult—and uneven—climb back to normalcy. Simply “getting back to work” has been complicated by new COVID-19 variants, persistent supply-chain issues, rising inflation, and, perhaps most significantly, challenges in finding and retaining skilled talent.

Our recent Compensation & Workforce Trends Survey showed that employers are embracing new ways of attracting, compensating, and managing a more resilient, well-rounded workforce. We polled over 1,400 hiring decision makers nationwide on how they are adjusting their hiring, workforce size, and compensation plans for 2022. In the following report, we'll take a closer look at our findings in the marketing sector, including:

- **87%** of marketing departments are back-filling roles that were eliminated during the COVID-19 pandemic.
- **86%** of marketing hiring managers say they are confident in their organization's ability to attract new talent and retain current talent.
- **77%** of marketing hiring managers say their organization has shortened the interview and offer process to meet the current demand and competition for skilled workers .
- **63%** of marketing hiring managers plan to upskill current employees to close the skills gap.

## Survey Methodology

LHH Recruitment Solutions in partnership with Allison+Partners surveyed 1,405 hiring decision makers in the U.S. The survey was hosted in Qualtrics and panel was sourced from Lucid and Currant Fielding Solutions. Fielding was conducted in late 2021.





# The Biggest Challenge in Marketing? Attracting & Retaining Top Talent.

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In our Compensation & Workforce Trends Survey, we found that a significant gap exists between the talent that marketing departments need and the ease of finding that talent. While **87%** of marketing departments surveyed say they plan to back-fill roles that were eliminated during the COVID-19 pandemic, many are finding it easier said than done. In fact, **55%** of marketing hiring managers say technical skills have become increasingly difficult to find, followed by adaptability/creativity (**51%**), and leadership (**49%**).

The importance of highly skilled marketing talent is underscored in [Deloitte's August 2021 CMO Survey](#) where **42%** of senior marketing executives surveyed said that

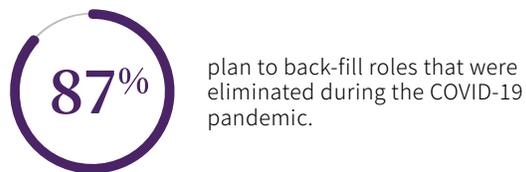
talent was the most critical factor for driving future organic growth in their companies. That demand for talent was highlighted even more in [Deloitte's latest CMO Survey](#) when **72.2%** of 320 senior marketing executives said that the importance of marketing in their companies increased during the last year, and they expect marketing hires to increase by **10.5%** over the next year.

Despite this industry-wide demand for skills, an extraordinary **86%** of the hiring managers we surveyed say they are confident in their organization's ability to attract new talent and retain current talent. Why are they so optimistic? Let's take a look at some of their hiring and retention strategies.

# Marketing Talent Strategies: By the Numbers

As the competition for top talent heats up, forward-thinking hiring managers are ramping up their talent attraction efforts and expanding employee development and upskilling programs. Here's a look at what those hiring managers told us in our Compensation & Workforce Trends Survey.

## Marketing Departments are Hiring



## These Skills are in High Demand

Since the pandemic, marketing departments have found it increasingly difficult to find candidates with the following skills:





## What's the Plan to Close This Skills Gap?



of hiring managers say they plan to close the skills gap by hiring new full-time employees.



say they plan to identify and upskill high potential employees within their organizations.



say they plan to reskill current employees to be redeployed.

## How do They Intend to Attract Top Talent?



will hire remote or partially remote candidates.



will increase sign-on bonuses.



will offer more PTO.

## How About Shortening the Hiring Process?



have shortened the interview and offer process to meet the current demand and competition for skilled workers.



will increase virtual screening/ interviews.

# 2022 Marketing Jobs & Compensation Outlook

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The pandemic had a considerable impact on marketing and creative roles. As the world essentially went virtual, the ways companies reach their audiences experienced a massive overhaul and the need for marketers and their unique skill sets skyrocketed. This trend continues as most organizations expect to expand their marketing and creative departments in 2022. Here's a look at the hiring and trends you need to watch.

- In our 2022 Salary Guide, marketing and creative salaries saw the largest year-over-year increase.
- **39%** of hiring managers say the marketing and creative department will need to expand in 2022.
- **37%** of companies say their organization is investing in improving brand reputation in 2022.
- **37%** of hiring managers say creative skills are increasingly difficult to find in potential candidates, post-pandemic.

## Top Marketing Jobs for 2022

**\$51k-\$95k**

Graphic Designer

**\$64k-\$130k**

Marketing Manager

**\$78k-\$124k**

Digital Marketing Manager

**\$51k-\$113k**

Copywriter

**\$49k-\$83k**

Marketing Specialist

## About LHH

At LHH, we exist to help people, teams and organizations find and prepare for what's next. Our end-to-end HR solutions future-proof organizations and careers all over the world. Through Advisory, Career Transition & Mobility, Insights, Learning & Development and Recruitment Solutions, we enable transformation, and our job is never done because there's always another tomorrow to prepare for.

We make a difference to everyone we work with, and we do it with local expertise, backed by a global infrastructure and industry-leading technology. LHH's over 8,000 colleagues and coaches span 66 countries worldwide, working with more than 15,000 organizations, a majority of Fortune Global 500, and nearly 500,000 candidates each year. Together we address needs across the entire talent journey, helping organizations build their capabilities and individuals build brighter futures. There is a world of opportunity out there. Let's get to work.

LHH is a part of the Adecco Group, the world's leading talent advisory and solutions company, headquartered in Zurich, Switzerland.

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