DEMAND FOR DIGITAL MARKETING SKILLS DOUBLES

Four in 10 marketing job openings now call for digital marketing skills, and **the number of postings calling for digital skills has nearly doubled in the last five years.**

Forrester Research has projected that digital marketing will top $100 billion and account for 35% of all marketing spending by 2019.[1] Within the marketing world, there's an ongoing debate as to the extent to which digital marketing (which focuses on channels like social media, viral video, and web advertisements) will supplant traditional efforts, such as print, television, and direct mail. Others argue that there is no distinction between the two approaches any more: digital marketing is simply marketing.

In job postings, employers clearly make distinctions between the two skill sets—but the demand for digital skills is growing, and employers are willing to pay a premium for digital skills.

There were 174,141 postings calling for digital marketing skills in 2016, or 39% of the 443,440 marketing openings overall. Both categories grew significantly since 2011, but digital grew 30% faster than overall marketing postings.

- **Digital marketing skills carry nearly a $7,000 salary premium over other marketing roles.**
- **Digital marketing jobs take 16% longer to fill.**

The digital marketing spectrum covers a range of skills and technologies, some of which have grown dramatically. **Demand for Content Marketing has risen a staggering 450% in the last five years while Digital Analytics demand grew 152%, showing how the field is increasingly data-driven.** If industry surveys are correct, this trend is likely to continue. One survey found that marketers were anticipating increasing analytics spending by 375% in the next three to five years.[2]

Mobile Marketing, however, is the highest-paid skill, with an average advertised salary of $88,681, followed by Multi-Channel Marketing, with an average advertised salary of $82,782.

Another way of looking at demand is to measure posting duration, or how long a job is posted before it is filled. The hardest skills to find often involve content production (such as video and website design) or new technologies, such as the Internet of Things, which have only just begun to appear within the marketing spectrum. But the hardest skill to hire for is one that's crucial for any company: holding on to its clients.

DEMAND FOR DIGITAL MARKETING HIGHER AT 'UNICORN' COMPANIES

"Unicorns" are the high-flyers of the new economy, defined as startup companies valued at $1 billion or more. Notable examples include ride-sharing services Uber and Lyft, social media providers like Snapchat and Pinterest, and companies trying to break into traditional industries, such as SpaceX.[3] Because many of these companies are well regarded as innovators in their fields, studying how they define roles can be useful in tracking the likely future shape of demand across the market. That, in turn, can inform career choices for marketers and enable companies to plan ahead.

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[1] Forrester Research, "US Digital Marketing Forecast, 2014 To 2019," accessed June 9, 2017, www.forrester.com/report/US+Digital+Marketing+Forecast+2014+To+2019/-/E-RES116965

[2] Deloitte, "The CMO Survey February 2017: Rethink everything," accessed June 9, 2017, https://cmo.deloitte.com/xc/en/pages/solutions/cmosurvey.html

[3] Fortune, "Fortune Unicorn List 2016," accessed July 12, 2017, http://fortune.com/unicorns/

Digital Marketing Demand, 2011-16

Category	Postings in 2016	Growth: 2011-16	Growth Relative to All Jobs: 2011-2016[3]	Average Salary in 2016	Average Posting Duration
All Digital Marketing Jobs	174,141	92%	14%	$60,015	38 Days
Social Media	97,541	96%	19%	$63,358	38 Days
Direct Marketing	57,875	100%	24%	$34,669	39 Days
Mobile	31,466	67%	-17%	$88,681	40 Days
Digital Analytics	28,294	152%	89%	$76,194	37 Days
Digital Advertising	19,894	57%	-29%	$53,886	40 Days
Content Marketing	16,315	450%	459%	$70,296	37 Days
Multichannel	8,642	97%	20%	$82,782	43 Days

Most Difficult Skills to Find

Skill	Average Posting Duration[4]
Client Base Retention	70 Days
Internet of Things	61 Days
Social Media Integration	58 Days
Go-to-Market Strategy	54 Days
Information Architecture	51 Days
Website Management	49 Days
Market Analysis	49 Days
Web Site Design	49 Days
Sales Channels	49 Days
Video Production	49 Days

Unicorns are much more likely to require digital skills in marketing roles than traditional firms. Some 23% of marketing openings at unicorn firms were digital in 2016, compared to only 6% of openings at Fortune 100 companies. **Within digital marketing jobs, unicorns put more emphasis on Digital Analytics, Digital Advertising, and Content Marketing than Fortune 100 companies.** The Fortune 100 companies are more likely to request Mobile Marketing skills, however.

One possible explanation might be that unicorn companies, as newer organizations, are more attuned to digital media. Another is that unicorn companies usually have digital business models, and so would have less need for traditional marketing than, for example, brick-and-mortar retailers.

## DIGITAL MARKETING SHARE OF MARKETING AND PR OPENINGS

Even within digital marketing jobs, however, there are differences between skills requested at unicorns and in Fortune 100 companies. The Fortune 100 firms are more likely to require a blend of traditional and digital skills in these roles, whereas unicorns are more likely to ask for product management, e-commerce experience, and specific platforms like Salesforce and Marketo.

Both kinds of companies, however, list social media as a top priority skill—an indication how pervasive social media is for modern business.

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[3] Postings for all jobs grew 81% between 2011-2016.

[4] Marketing jobs took 35 days to fill in 2016, on average.

Digital Marketing Share of Marketing and PR Openings
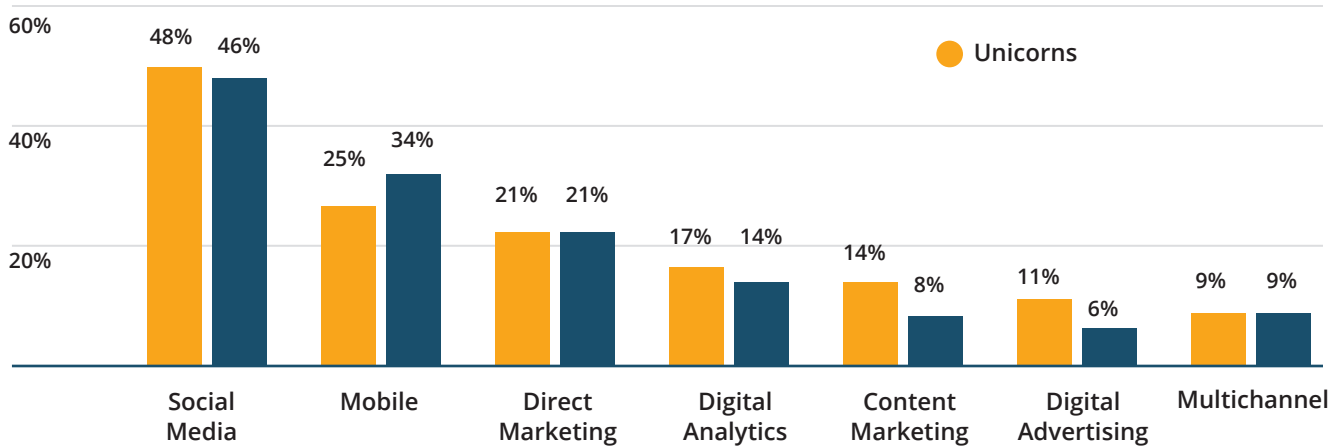
Top 15 Skills Requested in Digital Marketing Job Postings*

Fortune 100	Unicorns
Social Media	Social Media
Marketing Knowledge	Marketing Knowledge
Project Management	Budgeting
Budgeting	**Product Marketing**
Market Strategy	Project Management
Marketing Management	Marketing Management
Product Marketing	**Product Management**
Product Management	Market Strategy
Marketing Communications	**Facebook**
Content Management	**Salesforce**
KPIs	**SQL**
Direct Mail	**Content Marketing**
Market Trends	**E-Commerce**
E-Commerce	**KPIs**
Direct Marketing	**Marketo**

*__Bolded skills__ represent skills either not requested or with a significantly different priority in the other category.

These skills point to a clear road map to advancement for marketing careers. The advantage for job seekers is that most of these skills can be acquired on the job, via short-term training programs, or through certifications, and that they carry a significant salary premium.

Traditional firms should consider expanding training programs in digital marketing, which will be critical in attracting and retaining talent. Ambitious workers will tend to gravitate to companies where they can learn and grow, and firms that fall behind in skills will also fall behind in recruiting.

ABOUT BURNING GLASS TECHNOLOGIES

Burning Glass Technologies delivers job market analytics that empower employers, workers, and educators to make data-driven decisions. Burning Glass is reshaping how the job market works, with data that identify the skill gaps that keep job seekers and employers apart and tools that enable both sides to bridge that gap and connect more easily. The company's artificial intelligence technology analyzes hundreds of millions of job postings and real-life career transitions to provide insight into labor market patterns. This real-time strategic intelligence offers crucial insights, such as which jobs are most in demand, the specific skills employers need, and the career directions that offer the highest potential for workers.

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