

Oakwell Hampton

# Digital Marketing Hiring Report 2021





The last eighteen months have been rather bumpy for the marketing world, but it looks like we're starting to see the light at the end of the tunnel. Congratulate yourself on making it through – it certainly hasn't been easy.

We've adapted to new ways of working, smaller teams, skills shortages, and reduced demand while trying to keep businesses running, revenue coming in and people employed.

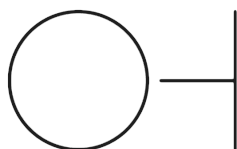
But let's not dwell on the past, and instead look towards our brighter future.

We reached out to our network across London, Manchester, Amsterdam and Berlin, and surveyed marketing professionals to put together a comprehensive report of a few of the most pressing topics.

As it looks like COVID-19 isn't going away any time soon, it's crucial that you understand the landscape moving forward. Our hiring report will arm you with the market insight you need to thrive.

Thanks,

The Oakwell Hampton team



# 2021 Performance

We all had big hopes for the marketing industry's recovery in 2021, after the terrible impact the pandemic had in March 2020.

Thankfully, this year looks to have been fairly positive for our marketing respondents.



**85%**

Reported to have been busier compared to 2020

**71%**

Of organisations performed better than 2020

**61%**

Said their team has grown in size in the last 12 months

The industry saw a lot of redundancies in reaction to the pandemic, and the fact that those teams are building back up shows confidence in the recovery.

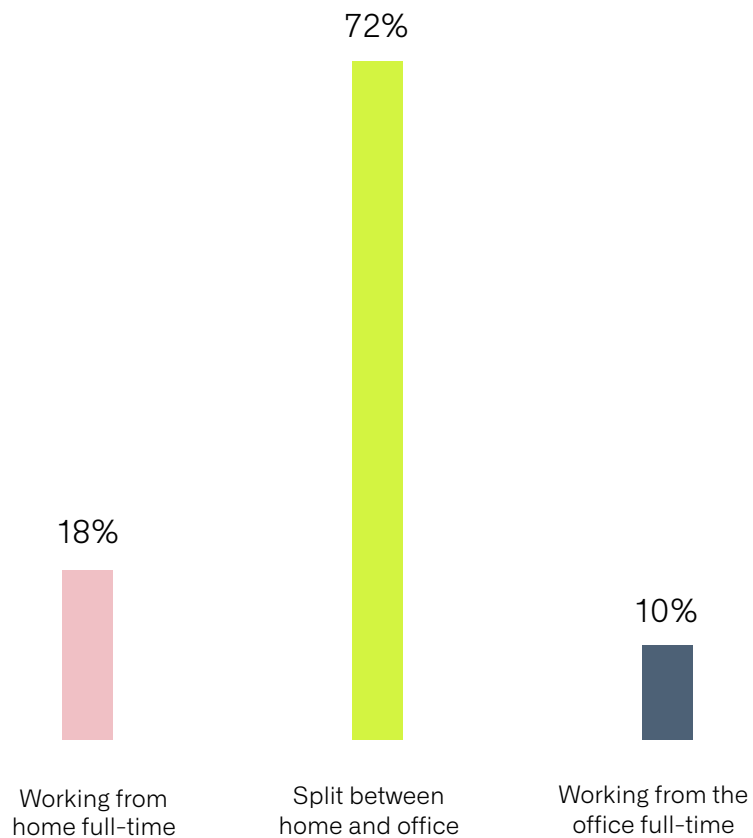
Although these figures look extremely positive, it's important to reflect that some respondents reported that their company was performing worse or equal to 2020, so not everyone has bounced back quite as quickly.

Overall, it's great to see that the marketing industry is beginning to return to its pre-pandemic levels; this is a much better result than many predicted. We'll investigate companies' outlooks for next year later in this report, but first let's see the reaction to one of the biggest hiring trends of this time.

# Flexible working

Digital marketing roles are among the most transferable to working remotely, but for some, this was a rare perk. Throw a pandemic at marketers though and it appears they adapt! Now, nearly 20% of our respondents predict their role will become fully remote.

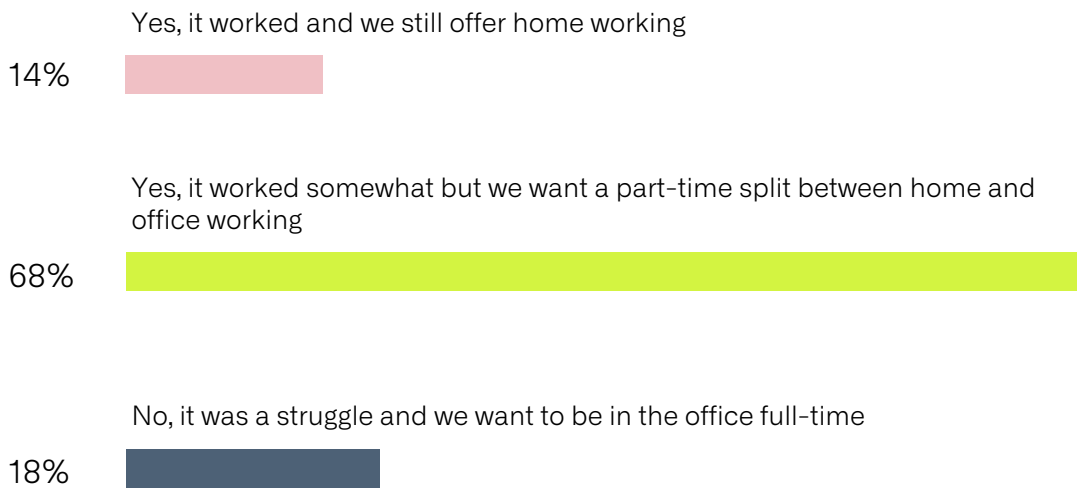
ARE YOU  
RETURNING TO THE  
OFFICE OVER THE  
NEXT 12 WEEKS?



It's expected that people who work flexibly will be in the office for team meetings, brainstorming sessions, new projects and team building, and they'll be working from home for individual tasks that can be performed remotely. The high level of flexible working indicates that marketing companies have functioned well from home.

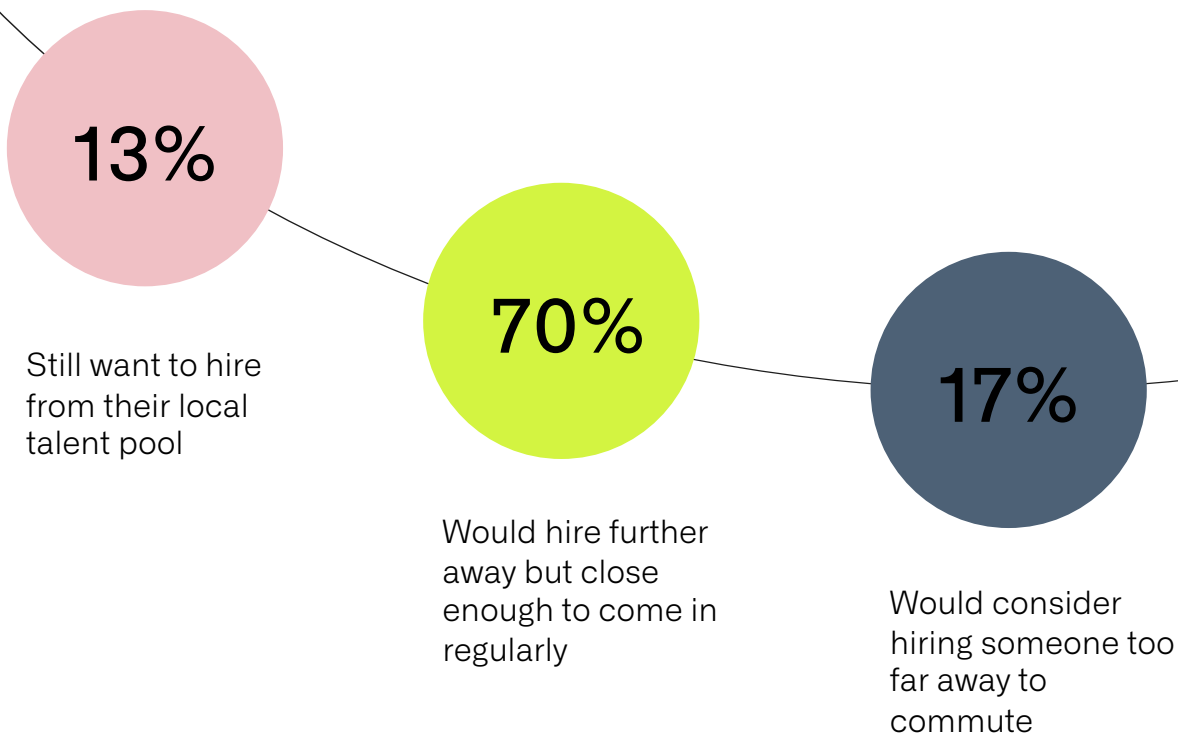
Some are making a return to the office full-time. It is understandable given the toll on mental health that isolation can bring, but this choice does seem to be the outlier. This comes along with a shift in long-term attitudes to flexible working...

## HAS THE PAST YEAR CHANGED YOUR LONG-TERM ATTITUDES TO FLEXIBLE WORKING?



Our survey respondents have had a real shift in thinking; however, many companies clearly see the value of having employees come into the office, at least some of the time.

But how does this impact hiring decisions? Has the acceptance of flexible working broken down geographical barriers to talent?



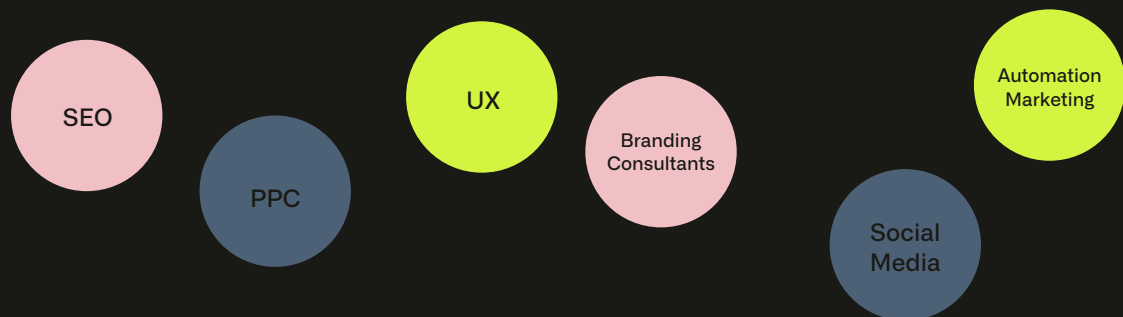
Although we see that most companies would like team members to be able to come into the office on short notice, nearly 20% of people would be willing to hire fully remote talent. This indicates that the pandemic, although challenging, showed companies that certain people and functions can thrive working remotely.

What does that mean? Businesses can hire the best people for the job, regardless of location. This will be especially useful when hiring someone for a specific role with a high skill ceiling such as PPC or SEO, because there may not always be a talented specialist locally.

# What's in demand?

Over the last eighteen months there have been huge shifts in consumer behaviour which nobody could have predicted. These shifts mean marketing teams have had to adjust their strategies to make sure campaigns are still hitting the mark and reaching their target audience. Therefore, certain skills are in much higher demand than they were previously.

## WHAT SKILLS OR TECHNOLOGIES WILL BE IN HIGH DEMAND IN YOUR ORGANISATION OR INDUSTRY IN 2022?



There was a wide array of skill sets highlighted in the survey answers within digital marketing. It looks like leaders are diversifying their teams and building their digital marketing arms significantly across the board.

The appearance of UX, SEO, and PPC skills in the survey indicates that companies are focusing on growing and improving their online presence. The focus on marketing automation is a step that a lot of businesses are taking to improve the online customer experience and “delight” their audience through personalised messages.

## WHAT ROLES WILL BE IN HIGH DEMAND IN YOUR ORGANISATION OR INDUSTRY IN 2022?



The most common answer was SEO Specialists and Copywriters, which perhaps isn't too surprising as Google processes 3.5 billion searches each day. On top of that, the ecommerce boom during lockdown means businesses want to make sure their digital presence is as good as it can be.

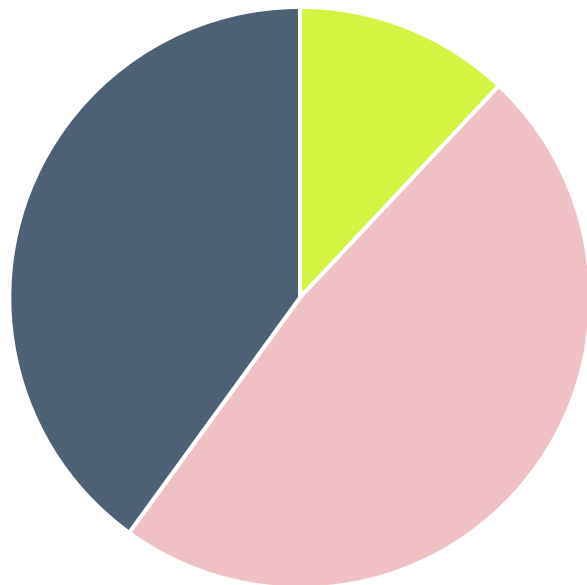
Social Media Managers were also in high demand following the success of new social platforms such as TikTok during the pandemic, brands want to make sure they have highly skilled team members to stay on top of the trends, and who can create and execute a successful social media strategy.

# What does the future hold?

It's always interesting to look backwards, but importantly, this context helps us to look ahead. We wanted to make sure we addressed the next 12 months and asked companies about their confidence for the future. Though we've seen successes in the first half of this year, is it going to last?

## WHAT'S YOUR HIRING STRATEGY OVER THE NEXT 12 WEEKS?

- 40% – Hiring now
- 48% – Hiring soon
- 12% – Hiring freeze

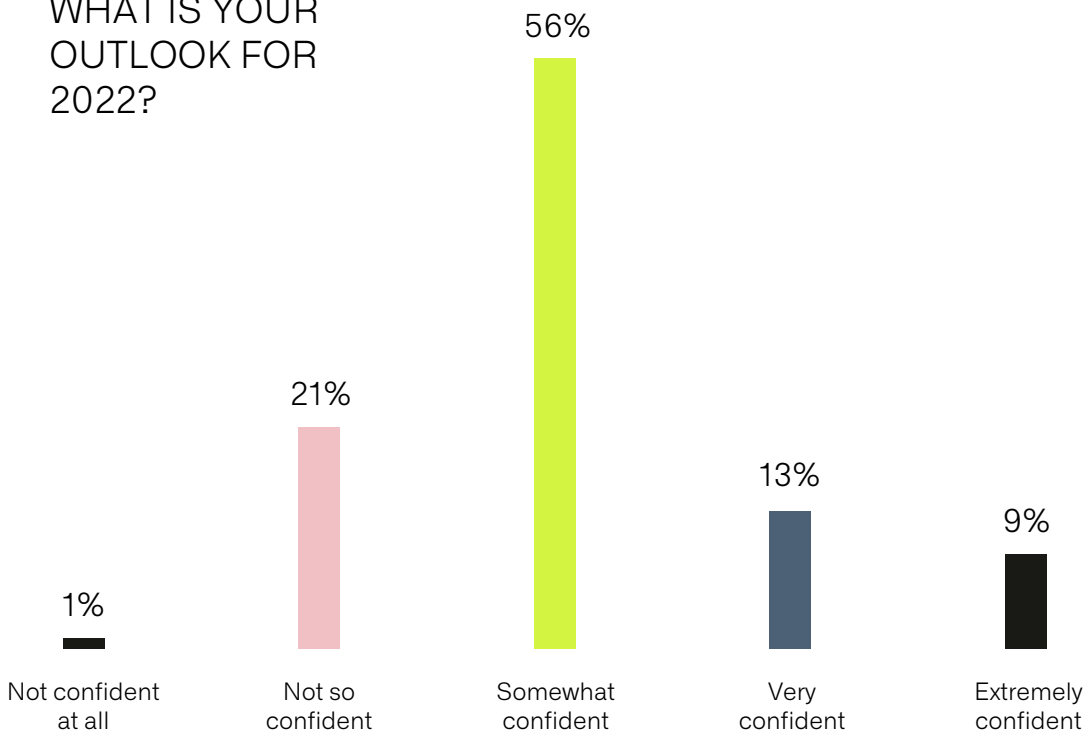


We found that most of our survey respondents are hiring now or will be soon looking to add to their growing teams. This is great news for the marketing talent pool.



These results already indicate a stronger outcome for the remainder of the year, but we wanted to know specifically how optimistic people are.

## WHAT IS YOUR OUTLOOK FOR 2022?



Marketing teams globally were stung during the pandemic, around half lost talent as a direct consequence and are now, over a year on, working hard to rebuild them. It seems that teams are cautiously optimistic but still have reservations, as 56% described themselves as somewhat confident for 2022. With variants of the COVID-19 virus popping up, it's not surprising that many people want to avoid getting their hopes up. Hopefully, things will pick up next year and give businesses more hope.

If you'd like to talk to our marketing team about any of our findings, or would like help building your team in 2022, get in touch.



[info@oakwellhampton.com](mailto:info@oakwellhampton.com)

0203 771 5043