

Campaign, UK: A Look at Marketing Jobs of the Future



“In a world of hyper-connectivity, the CMO mandate for the next 10 years pivots on resonance: making meaning for the consumer and building brand experiences that last,” writes **Euan Davis**, European Leader, Center for the Future of Work. “The point for marketers is not about getting people to find a suitable product, service or brand, but getting them to stick around.”

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“The marketing world has changed dramatically during the past 10 years and will evolve even more in the next decade. While there are some concerns about job losses in the industry as automation takes hold, I believe that these predictions completely miss the mark. Instead we will see a wealth of jobs appear within the major macroeconomic, political, demographic, societal, cultural, business and technology trends observable today.

In fact, in a recent report we [identified 21 new marketing jobs](#) that we believe will emerge over the next 10 years and become the cornerstone of the marketing industry. These jobs will create opportunities for employment, providing work for many people who are perhaps confused or concerned by the impact of the rapid acceleration of technology.”

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