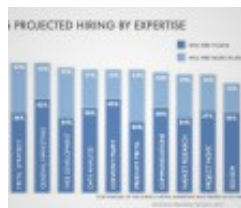


Marketing Hiring Trends for 2016

Author : Ayaz Nanji

Date : April 19, 2016



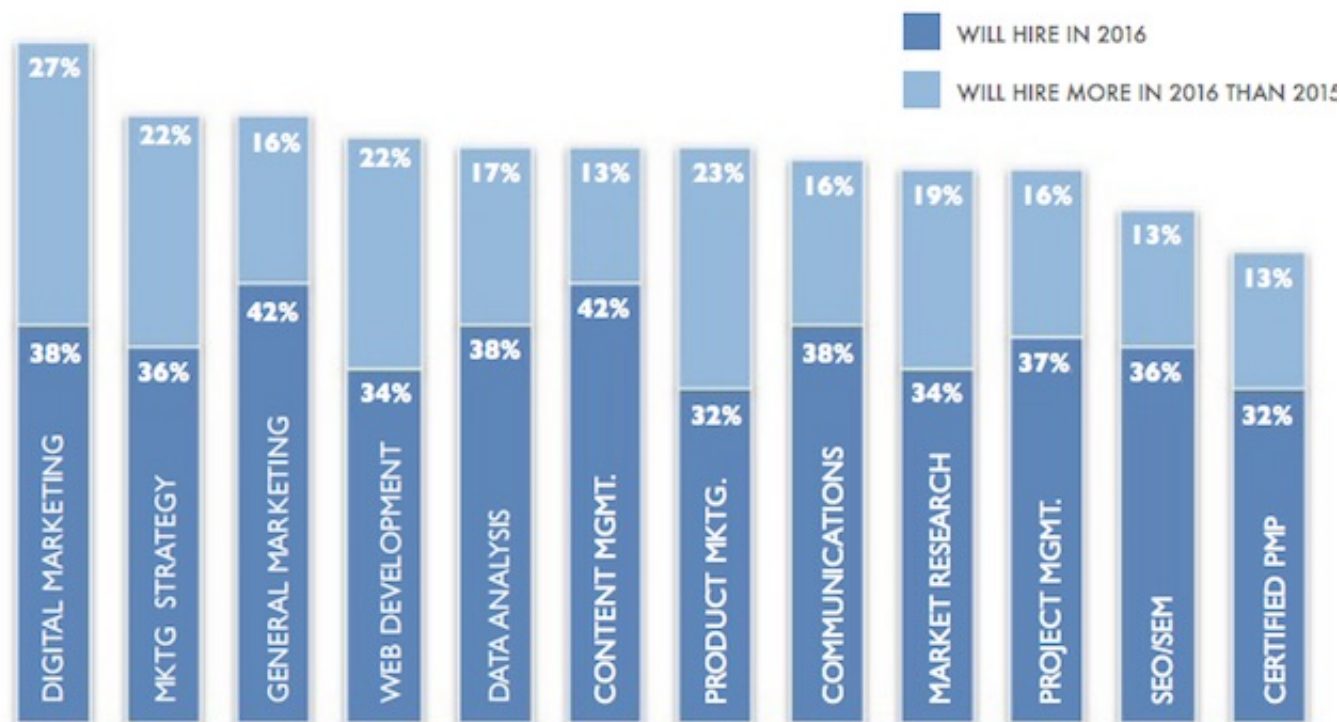
Which areas of expertise and which skill sets are most in demand by employers looking to make **marketing** hires this year?

To find out, [McKinley Marketing Partners](#) surveyed 186 professionals who work in a marketing function or have influence in selecting candidates for **marketing** positions. Respondents came from a wide range of industries and company sizes.

Not surprisingly, being up to date on technology is important for job seekers, [the survey](#) found. Some 27% of companies plan to hire more people with **digital marketing** skills this year than they did last year—the biggest increase for any area of expertise.

Overall, the expertise areas with the most planned hires this year are general **marketing** (42% of respondent plan to fill at least one role) and content management (42% as well).

2016 PROJECTED HIRING BY EXPERTISE



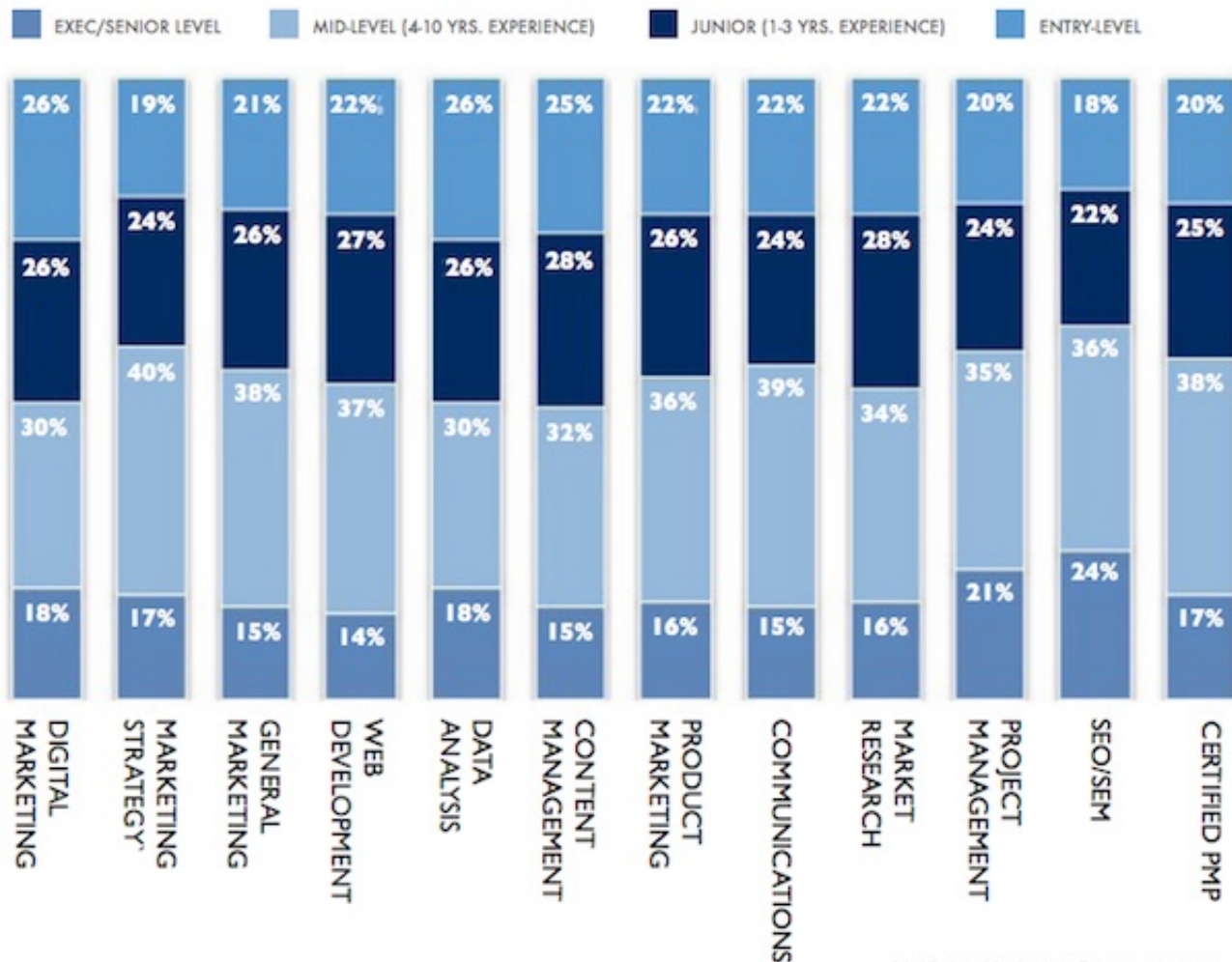
FOR PURPOSES OF THIS SURVEY, DIGITAL MARKETING WAS TREATED AS ITS OWN SKILL SET

McKinley Marketing Partners, 2016

Respondents say they are looking to hire across all job levels in 2016.

For junior and entry-level candidates, the most opportunities will be available to **digital** marketers, analysts, and content managers.

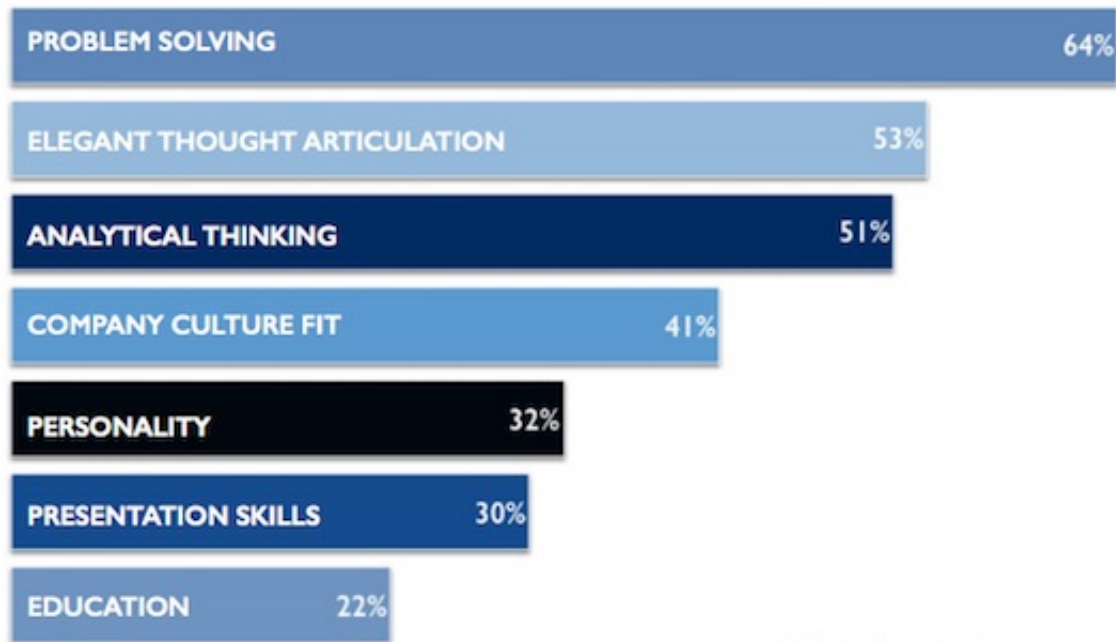
2016 PROJECTED HIRING BY EXPERIENCE LEVEL



McKinley Marketing Partners, 2016

Some 64% of respondents say problem-solving is an essential "soft" skill that job candidates must possess; 53% say elegant thought articulation is a top requirement.

SOFT SKILLS LISTED AS A TOP REQUIREMENT



McKinley Marketing Partners, 2016

About the research: [The report](#) was based on data from a survey of 186 professionals who work in a marketing function or have influence in selecting candidates for marketing positions.

//