

2015 MARKETING HIRING TRENDS: Optimizing Teams with Both Traditional and Digital Marketing Expertise



MCKINLEY MARKETING PARTNERS

Masters in the Art of Recruitment

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2015 Marketing Hiring Trends: Optimizing Teams with Both Traditional and Digital Marketing Expertise

The “Traditional vs. Digital Marketing” debate should be put to rest. Though digital marketing methods are advancing rapidly, traditional marketing (e.g. direct mail, trade shows and events, TV/radio advertising) continues to account for a large portion of most major brands’ budgets. Marketers are not replacing traditional marketing with digital methods, but are rather combining both into integrated campaigns.

However, building an effective marketing team with both skill sets—a forward-thinking team that includes experts who can develop, launch, and measure traditional and digital campaigns—can be a challenge. How are hiring managers optimizing their marketing teams and aggregating the range of skills necessary to market effectively to an increasingly savvy audience? To answer that question, McKinley Marketing Partners surveyed marketing hiring managers about their current and future hiring needs in order to measure the importance of traditional and digital marketing skills.

About McKinley’s Services

For the past two decades, the McKinley team has been filling both contract and direct hire positions with marketers whose passion and experience enable them to deliver results quickly. We work with companies across all industries and provide candidates with a variety of skill sets, from traditional to digital marketing, communications, and project management.

As the premier recruiting and staffing firm for marketing expertise, our team of marketing and recruiting professionals is deeply invested in understanding the individual strengths, backgrounds, and personalities of each of our candidates. McKinley’s recruiting process is more rigorous, and more selective, than the traditional interview—we work with less than 10% of candidates who apply. This personal process enables us to fully discover a candidate’s capabilities and working styles, ensuring that they are an optimal match for our clients’ skill requirements and company culture.

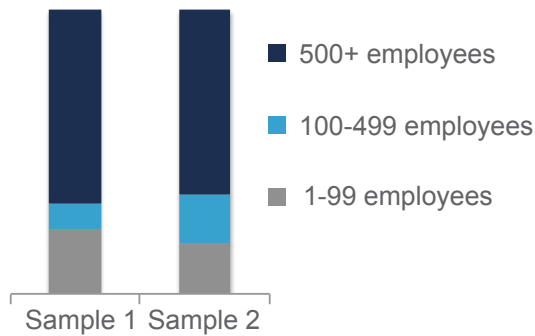


SAMPLE 1
OUR CLIENTS

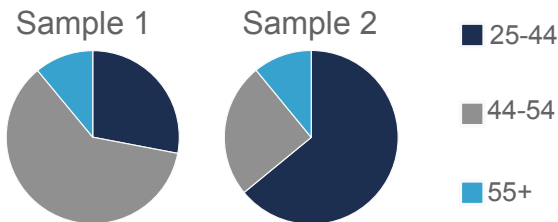


SAMPLE 2
NOT CLIENTS

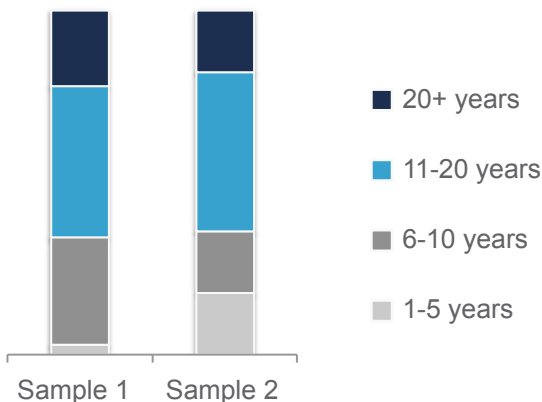
COMPANY SIZE



RESPONDENT AGE



RESPONDENT YEARS OF HIRING EXPERIENCE



METHODS

The survey consisted of a sample size of 104 professionals in marketing roles—managers, directors, VPs, and SVPs—in the position to hire or to influence the hiring decision.

The survey was conducted with two separate sample groups:

- Sample 1 consisted of 44 respondents from companies that are currently working with McKinley Marketing Partners.
- Sample 2 was made up of 60 respondents from companies that are not McKinley’s clients.

Overall, the respondents in Sample 1 and Sample 2 are similar in terms of industry, company size, and hiring experience:

- **Industry:** Respondents in Sample 1 are more likely to be in the telecommunications, nonprofit, or communications/media industry, while Sample 2 respondents are more likely to be in business and professional services, but include a similar percentage of telecommunications, nonprofit, and communications/media organizations. Both groups also included respondents in energy, the public sector, pharmaceuticals, hospitality, and finance.
- **Company size:** The majority of respondents in both samples work for companies with more than 500 employees.
- **Hiring experience:** 44 percent of Sample 1 and 46 percent of Sample 2 have between 11-20 years of hiring experience.

The most notable difference between the two sample sizes is age. Sample 1 skews older, with more respondents in the 45-54 age range, while Sample 2 has almost twice the percentage of respondents in the 25-44 age range.



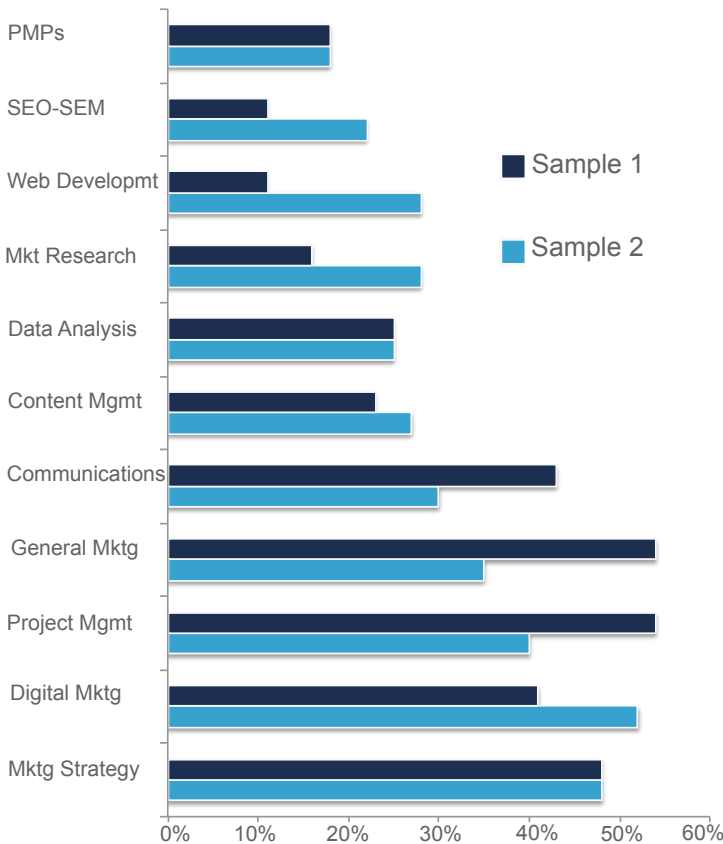
KEY FINDINGS

Current Hiring Efforts Show that Companies are Filling Both Traditional and Digital Marketing Positions

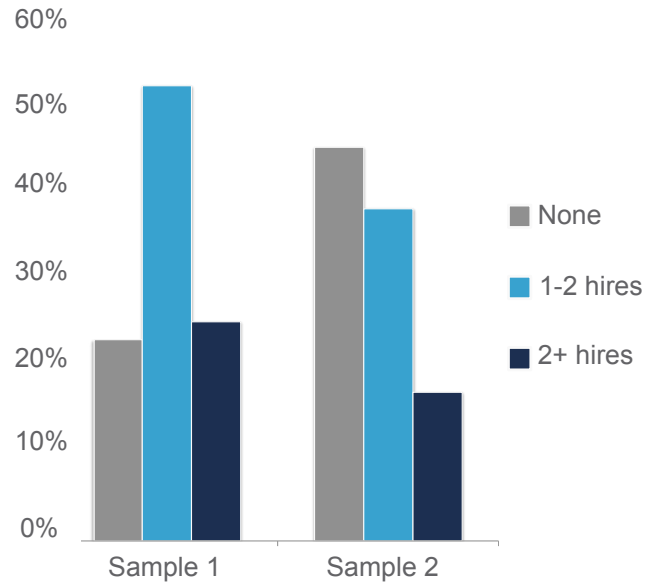
Survey participants were first asked about their current hiring efforts (how many people they have hired in a marketing role over the past 12 months). Overall, most of the respondents reported hiring one to two people.

Sample 2 respondents were far less likely than Sample 1 respondents to have hired someone in marketing in the past 12 months, and somewhat less likely than Sample 1 to have hired three or more people in marketing. Since Sample 1 consists of McKinley’s existing clients, it is not surprising that they are more likely to be meeting their marketing hiring needs.

CURRENT HIRING BY AREA OF EXPERTISE



CURRENT HIRING VOLUME



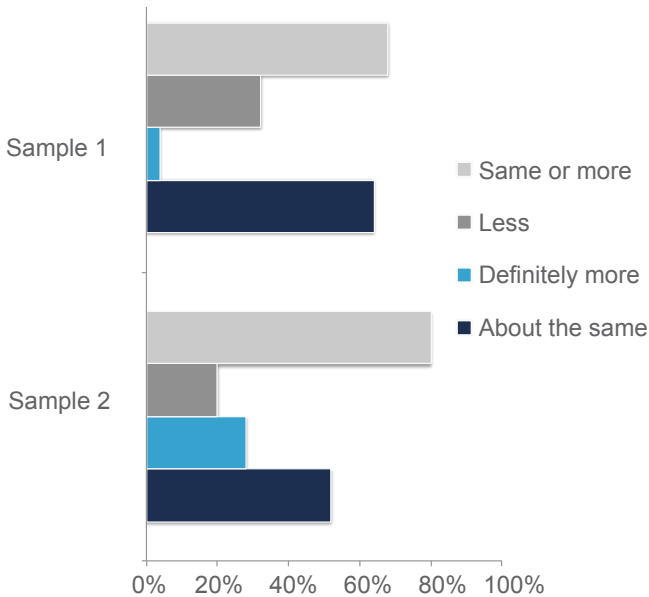
Most respondents in Sample 1 indicated that they were looking for expertise in traditional marketing, but digital and social media expertise followed closely behind. The top four areas of expertise are considered traditional marketing skill sets: general marketing, project management, marketing strategy, and communications. Digital marketing expertise, however, was also near the top of the list with 41 percent, with other skills like data analysis, web development and SEO/SEM being less of a priority.

For Sample 2’s current hiring efforts, digital marketing expertise was the most in-demand, with expertise associated with traditional marketing close behind: marketing strategy, project management, general marketing, and communications. The remaining digital skill sets—web development, data analysis, and SEO/SEM—were among those at the bottom.

Since Sample 2 skews slightly younger than Sample 1, we might expect that Sample 2 respondents would embrace digital marketing more readily and hire more for those positions. However, since data from both groups show digital and traditional expertise at either end of the spectrum, it is clear that skill sets in both areas are important factors in their hiring decisions.



PROJECTED HIRING VOLUME



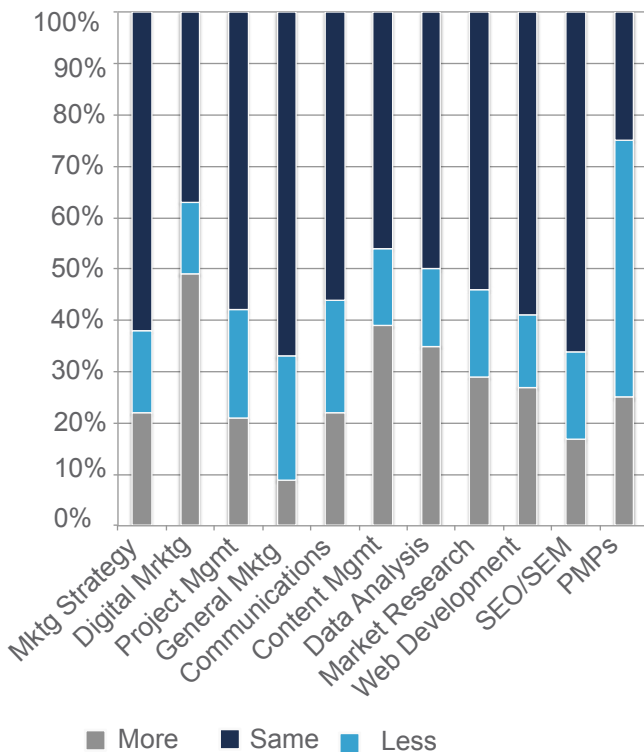
Future Hiring Projections Demonstrate a Need for Digital Marketing Expertise

When asked about their hiring volume intent (the rate at which they would be hiring in the next 12 months, compared to the previous 12 months), 68 percent of Sample 1 respondents and 80 percent of Sample 2 predicted that their hiring volume would either increase or stay the same.

Again, because Sample 1 respondents are currently working with McKinley, their hiring needs are more likely to be proactively managed, resulting in a steadier hiring pace.

In contrast to current marketing efforts, respondents' projected hiring projections showed a need for expertise in digital marketing, content management, and data analysis. Of the total participants, 49 percent reported they would fill more digital marketing roles, 39 percent reported they would fill more content marketing roles, and 35 percent reported they would fill more data analysis roles.

PROJECTED HIRING VOLUME BY AREA OF EXPERTISE



The responses also yielded an interesting finding about an anticipated decline in hiring of traditional marketing roles: 50 percent of respondents said that they would hire fewer certified PMPs, and 24 percent reported that they would hire for fewer positions in general marketing.

Companies Continue to Hire for Both Traditional and Digital Roles

Though respondents clearly prioritize digital expertise in their future hiring decisions, their comments about recruiters show that they are not abandoning the need for traditional marketing skills. When asked about the qualifications they are looking for in a recruiter, 94 percent of respondents reported that the ability to provide both traditional and digital marketing talent was critical. In other words, companies are increasingly expecting recruiting firms to provide candidates who can drive traditional and digital campaigns forward.



ABOUT THE AUTHOR

As McKinley Marketing Partners' co-founder and first employee, Michelle now serves as the company's President and CEO. Her leadership, courage, and instinct for optimizing business processes and procedures have driven McKinley's growth and solidified its reputation for consistently providing high quality marketing talent.

Michelle attended Southwest Texas State University where she earned her Bachelor of Arts in Journalism. She began her career in commercial development before transitioning into marketing and public relations.

Even after twenty years, Michelle still enjoys seeing a McKinley candidate make a difference in a client's business.

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SUMMARY: CREATING THE OPTIMAL COMBINATION OF TRADITIONAL AND DIGITAL EXPERTISE

While marketing trends have changed, a solid understanding of traditional marketing will always be necessary for successful marketing teams. The overlap of reported current hiring activities in both samples supports this conclusion: the top three skill sets prioritized by Sample 2 included both traditional and digital expertise (marketing strategy, project management, and digital marketing), while Sample 1's top three areas of expertise were all associated with traditional marketing (general marketing, project management, and marketing strategy).

However, as digital, social, and content marketing continue to become more effective and cost-efficient, organizations are realizing that new marketing skills should be added to their marketing team, evident in predictions about future hiring needs, which are dominated by digital expertise: digital marketing, content marketing, and data analysis.

McKinley's survey findings are consistent with a number of other studies of marketing hiring trends. The Creative Group's 2015 Salary Guide, for example, found that while companies plan to fill both traditional and digital marketing positions in 2015, digital positions dominate, making up three of the five most in-demand positions (content strategist, digital marketing strategist, and front-end web developer).

The increased demand for digital skills reflects marketers' (and company executives') growing confidence in the value of digital marketing strategies, most likely because it is now easier to measure the success of digital marketing efforts. Unlike many offline marketing tactics, digital marketing provides data and analytics about customer engagement, enabling marketers to measure ROI. SiteCore's 2014 report on the digital marketing landscape found that 80 percent of surveyed organizations reported tracking ROI of digital marketing activities.



ABOUT MCKINLEY

McKinley works with companies and organizations of all sizes to find the perfect marketing resource for their team. Our unique process goes beyond the traditional interview and enables us to fully understand our candidates' capabilities, personalities, and work styles, ensuring that they will exceed our clients' expectations and fit into our clients' company culture.

McKinley maintains a qualified bench of fully vetted marketing experts who are ready to fill roles across various industries and functions – from communications to digital marketing to project management – for however long they're needed. Our own marketing expertise — combined with our carefully refined recruiting process – helps us deliver specialized marketing talent quickly.

However, with great data comes great responsibility. Marketers are increasingly influential in major business decisions. Gartner's 2014 study of digital marketing budgets found that 42 percent of all marketers say that they participate in strategic planning and investment decisions that shape the business. Because digital marketing provides marketers with the tools and data they need to actively participate in directing business objectives, companies must recruit marketers who can transform the insights gleaned from data and analytics into successful long-term strategies.

Working with a recruiting firm like McKinley, with a qualified, vetted pipeline of talent with both traditional and digital skill sets, is the most efficient way to build a team capable of implementing integrated marketing strategies. Partnering with McKinley allows our clients to be more efficient with their hiring, spend less during their search process, and see results more quickly.



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