

Millennials make up **over half of the U.S. workforce today, and they'll make up 75% of it by 2030**. They are the first generation of workers to grow with the pace of digital technology.



Marketing jobs have been feeling this wave of **transition to digital technology**, and have the **highest turnover rate** of any job function today—**an impressive 17%**.

(source: LinkedIn)

In everyday life, AI dominates much of what people do.

60% of companies are using AI to drive digital revenue, and creating new marketing jobs in the process. Some emerging roles:



AI-focused marketers



Marketing data scientists



Marketing experience officers

Understanding how to hire for next-generation marketing roles.

Companies need to adapt to the changing worker and rethink their approach to getting talent.

Follow these 3 essential steps from the Hunt Club hiring playbook to attract today's candidates and hire for a new generation of marketing jobs.

Develop a strong candidate experience

In the war for talent, your brand is represented by your external communication patterns.

Your thoughtfulness in each and every interaction is critical. Be mindful of how you communicate with potential teammates.



Leverage relationships and referrals from your network

Internal referrals are a great place to begin. Your employees are bright, shining, A-players. They know exceptional candidates or can even introduce you to creative leaders who can help.

Adopt technology to reach and attract candidates

The best marketers aren't looking for jobs on job boards or Craigslist. They're active in social media groups or broadcasting their own thought-leadership on Facebook live or LinkedIn.

