

IDM Professional Skills Census 2018

The IDM's 'Professional Skills Census', in partnership with Smart Insights, focuses on one of the marketing industry's key challenges: ensuring employees' skills stay relevant in a digital age that continues to be defined by big data and technological advancements.

Where do employers and marketers need to invest time and money in order to innovate, remain competitive, address strategic challenges and take advantage of future opportunities?

Marketers' most important skills for:

Current role

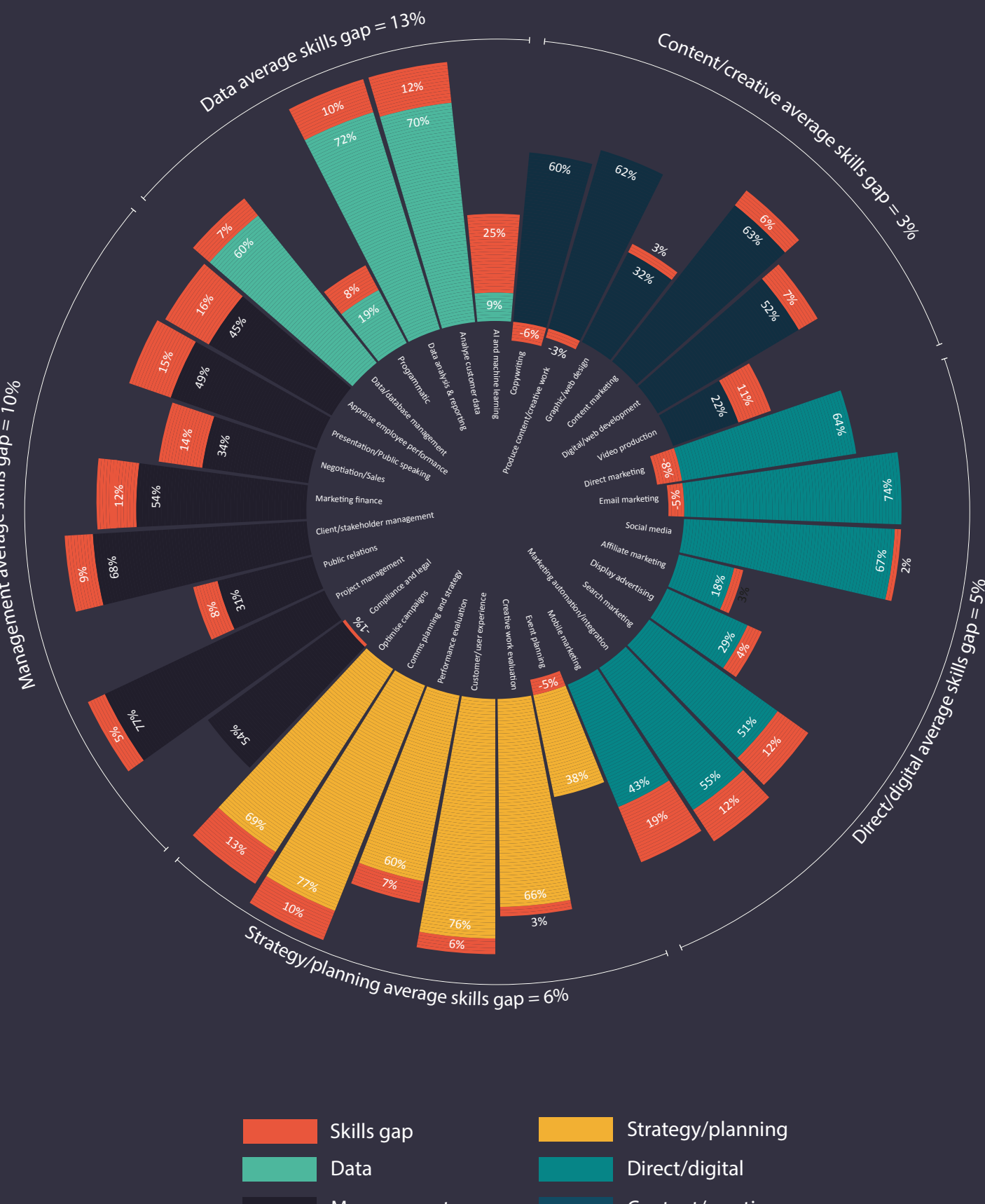
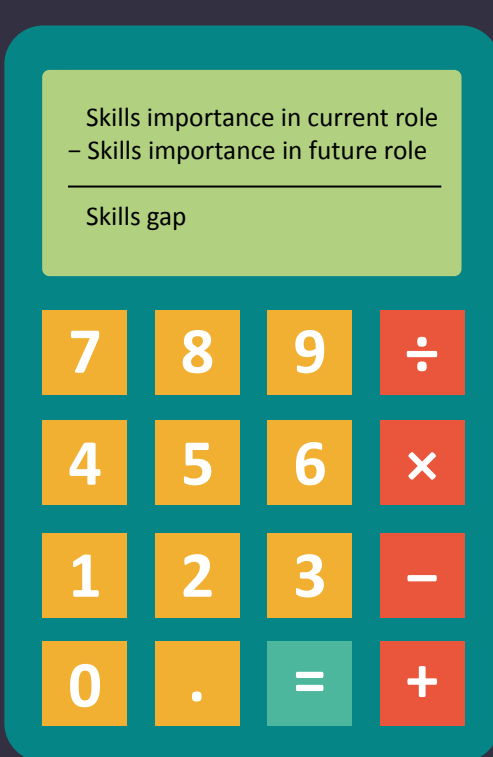
Future role



Skills gap

According to 2017 analysis from Indeed, the number of roles in AI has risen by 485% in the UK since 2014.

There are twice as many jobs requiring AI/ML skills as there are applicants.



The training effect

Training is essential for closing skills gaps and boosting employee productivity and engagement.

But, what's the outcome?



Conclusion

Marketing is evolving faster than ever and to stay competitive marketers require some fancy footwork.

Technological advancement and proliferation of data are making marketing roles more data-driven and strategic. Does this make yourself question if your company's data and management skills are up to scratch?

Don't panic if the answer is 'no', many marketers have the same perception. In this case investing in training is the solution. Does it really pay off? Both marketers and their companies agree it does.