



MARKETING MATTERS

Landscape for Hiring Marketing Professionals in Colorado

In 2017, the University of Denver's University College teamed up with the Business Marketing Association of Colorado to learn more about what employers are looking for when hiring marketing professionals.

The results are in! In this three-part series, we'll share what we've learned about the hiring landscape, what skills are essential for getting hired today, and what abilities hiring managers wish more marketing professionals had.

Take a look, and increase your chances of landing a dream marketing job!

THE LANDSCAPE



For this survey, we looked for professionals who work in marketing and contribute to hiring decisions. Of our pool (n=30), 80% of respondents make final hiring decisions. This is a qualified group to share insights on the current market and hiring needs.

56%

say there is turnover in their marketing positions "a lot" or "fairly often" (6 months to 3 years)

69%

have to fill marketing positions "a lot" or "fairly often" (6 months to 3 years)

46%

say that hiring pools are smaller than they'd like

66%

say marketing professionals are typically promoted in 1 to 3 years

While hiring managers say they are "somewhat" concerned with the number of years potential new marketing employees have, 83% say they are "very" or "somewhat" open to hiring career changers.



CHALLENGES FACING HIRING MANAGERS

1. Insufficient Skills and Knowledge
2. Insufficient Experience
3. Insufficient Soft Skills

WHAT HIRING MANAGERS WANT

When hiring marketing professionals, our respondents indicate the top challenge is finding applicants with sufficient skills and knowledge, including sufficient soft skills. So what are the skills employers are looking for? Here's what respondents said...

TECHNICAL/STRATEGIC SKILLS



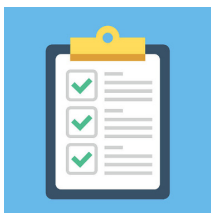
SOFT SKILLS



TOP TOOLS



WHAT HIRING MANAGERS NEED MOST



While the technical, strategic, and soft skills are key to staying competitive, want to know the most important category for managers when making a hiring decision? Cultural fit!

TIPS FOR CULTURAL FIT

RESEARCH

Know the organization and the job description thoroughly before preparing your application materials. Determine whether or not your values and aspirations align with the organization. Use this information in your materials.

CONNECT

The data tell us that hiring managers are also concerned with experience (#2 most important category) and technical/strategic skills (#3 most important category). Your task is to demonstrate how your experience meets their needs and how your skills and knowledge match what they're looking for. Make the connections explicit and direct to help them see what you'll contribute and how you'll fit.

IMPACT YOUR WORLD

Doing the research and making the connections takes time. Use yours wisely by applying for positions that are a good fit for you. This kind of targeted approach is the best way to ensure you Impact YOUR world!

AUTHORS & PROGRAM INFO

ABOUT THE AUTHORS

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COMMUNICATION MANAGEMENT

The MA in Communication Management program offers a concentration and certificate in Marketing Communication, with curriculum dedicated to digital marketing tactics, campaign management, and measurement. To learn more, visit universitycollege.du.edu or contact Erin Toothaker, Enrollment Manager (303-871-4054 or erin.toothaker@du.edu).

BMA

At the Colorado Chapter of the Business Marketing Association, you will network, exchange ideas and tap into the wisdom and experiences of business marketing professionals from local companies and agencies as well as independent business owners and consultants.

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