



DIGIT report:

AI in U.S. Marketing Job Postings: A Competency and Labor Market Analysis

March 2026



Artificial intelligence (AI) is increasingly influencing how marketing roles are defined and performed. This report analyzes 319 U.S. marketing job postings from Indeed to examine how employers describe AI-related skills and expectations. The findings highlight current trends in AI adoption and the growing emphasis on data-driven and performance-focused marketing capabilities.

Introduction

Artificial intelligence (AI) is rapidly transforming how marketing work is defined, carried out, and evaluated. Over recent years, AI has shifted from a niche tool to a key expectation in many marketing roles, influencing everything from customer segmentation and content creation to media buying and performance optimization. This change is becoming more apparent both in how organizations operate internally and in how they describe and seek marketing talent in job ads.

This report explores how AI appears in U.S. marketing job postings, focusing on the language labels used as indicators of skills that employers seek. By analyzing AI-related descriptions across different organizational levels and roles, we highlight the level of AI adoption and whether the focus is on being “data-driven” or “performance-focused.”

We examined 319 U.S. job postings from the Indeed job portal, selected to represent marketing roles where AI is part of the role context.

Postings were collected through automated scraping with the search keywords “AI & marketing” and filtered to include only those where the job title contains the word “marketing.” Within this subset, relevance to AI was determined by the presence of AI-related language in the job description, aligning with the original search criteria.

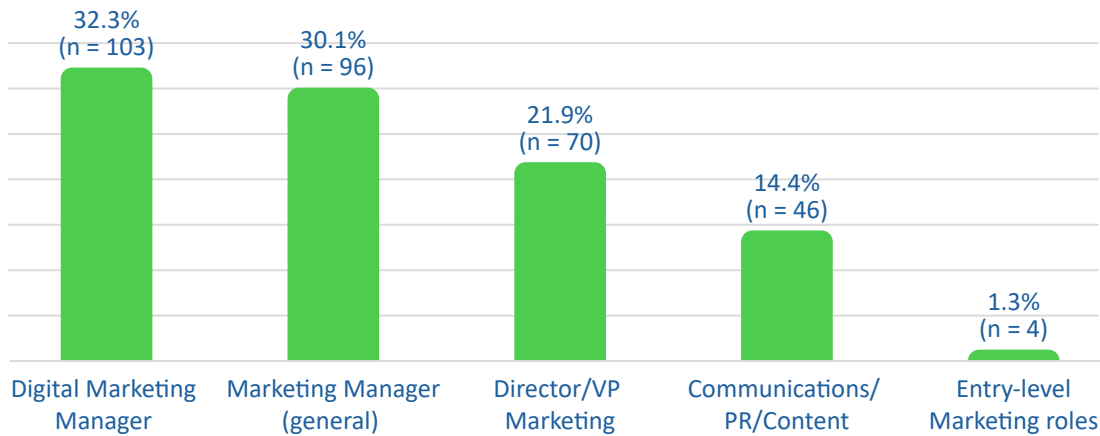
Our goal is to provide a clear view of how AI is currently integrated into marketing roles based on job ads and what this means for candidates, hiring managers, and organizations shaping their HR strategies. The findings aim to help marketing professionals identify the most valued AI skills, show employers how their requirements compare with broader market trends, and support strategic decisions about capability building, role design, and workforce development in an AI-driven marketing environment.



1. Types of marketing roles and responsibilities for AI in the U.S. job market

The U.S. marketing role structure is analyzed using the AMA framework, which outlines duties for common titles like Marketing Assistant and VP Marketing. AMA roles are defined by responsibility markers from duty descriptions, matched to job descriptions in the U.S. Indeed dataset. Each posting is classified by the role profile that best matches its responsibilities, focusing on function rather than just job titles.

Figure 1. Distribution of Job Postings by AMA Marketing Responsibility Profile



Resulting structure

When job descriptions are mapped to AMA responsibility profiles, the dataset is distributed across three dominant role types and two smaller clusters.

The largest group consists of Digital Marketing Manager–type profiles, accounting for 32.3% (n = 103) of postings. These descriptions typically emphasize ownership of digital channels and measurable performance levers—such as SEO/SEM, paid media, web/email execution, analytics, KPI/ROI monitoring, and ongoing optimization—indicating that AI-context marketing work is frequently operationalized through scalable, performance-oriented digital execution.

A similarly large segment is classified as **Marketing Manager (general) at 30.1% (n = 96).** These postings reflect broader marketing management responsibilities such as campaign planning and execution, cross-functional coordination, performance monitoring, and support for positioning and go-to-market activities, without a dominant emphasis on any single digital channel set.

Senior leadership roles are also strongly represented. **Director/VP Marketing (leadership scope) accounts for 21.9% (n = 70)** of postings, capturing descriptions with strategic oversight, organizational alignment, leadership responsibilities, and budget or team-level accountability.

Beyond these three core clusters, **Communications/PR/Content represents a meaningful minority at 14.4% (n = 46).** These postings emphasize messaging, brand communication, media/PR activities, and content-oriented responsibilities. Finally, Entry-level profiles (Marketing Assistant/Coordinator/Associate) are marginal at 1.3% (n = 4).



The Entry-Level Gap: AI as a Substitute for Junior Marketing Functions

The striking scarcity of entry-level positions (1.3%) in AI-context marketing postings warrants closer examination. This pattern likely reflects two converging dynamics. First, many tasks traditionally assigned to marketing assistants—such as data entry, basic content formatting, initial campaign reporting, and routine social media scheduling—are increasingly automated through AI tools. Recent industry research supports this interpretation: a 2025 survey of C-suite executives indicated that 52% of companies are eliminating entry-level positions due to AI, and the number of entry-level marketing assistant roles has dropped by 31% since 2022 (Amra & Elma, 2025; University at Buffalo Career Design Studio, 2025).



Second, the absence of distinct "AI-only" job titles (e.g., "AI Marketing Specialist") is notable. Rather than creating specialized AI positions, organizations appear to embed AI competencies within traditional marketing management structures. The dominance of managerial profiles (Digital Marketing Manager at 32.3%, Marketing Manager at 30.1%, and Director/VP at 21.9%) suggests that employers prioritize supervision, strategic oversight, and cross-functional coordination of AI-enabled marketing processes over isolated technical execution. This reflects an organizational logic in which AI serves as an operational lever managed by experienced professionals rather than a domain that requires dedicated junior specialists.

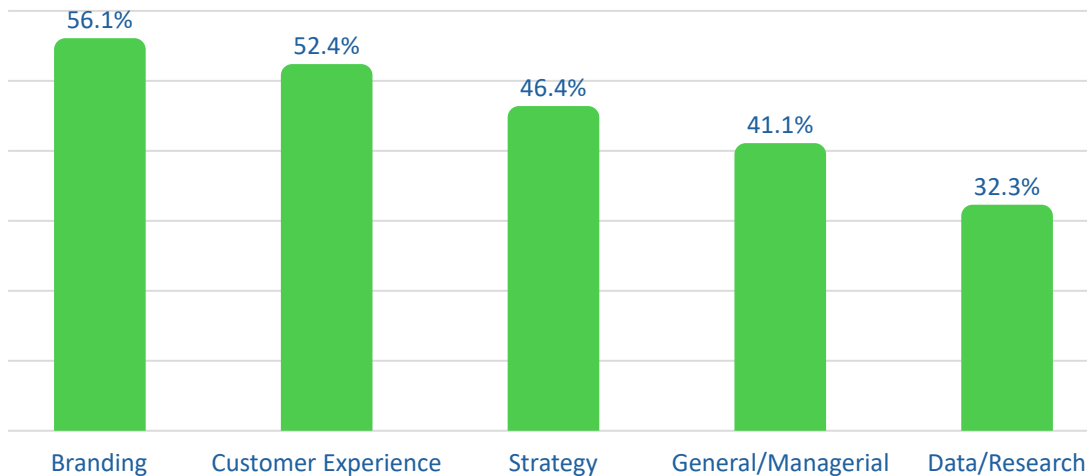
The strong presence of communication automation language across postings further reinforces this interpretation. Organizations seek marketers who can manage AI-driven personalization, targeting, and messaging workflows—capabilities that require judgment, stakeholder alignment, and accountability for performance rather than purely technical operations.

2. Competency expectations in AI-context marketing roles

This section outlines employer competency expectations for marketing roles that include AI in the responsibilities. The analysis is based on the DIGIT AI-Driven Marketing Competency Framework¹ and focuses solely on the responsibilities section of job descriptions, so the signals reflect what employers explicitly expect candidates to do in the role.

At the category level, the most frequently represented domains are Branding (56.1% of postings) and Customer Experience (52.4%), followed by Strategy (46.4%), General/Managerial (41.1%), and Data/Research (32.3%). This suggests that AI-context expectations are most often articulated through communication- and customer/revenue-adjacent responsibilities, supported by strategy and operating-model requirements.

Figure 2. Distribution of AI-Context Marketing Responsibilities by Category



Branding (56.1%) is primarily driven by **AI-based communication (49.8%)**, which captures responsibilities linked to personalization, targeting, and messaging execution. A smaller share of postings also signals **Content generation with AI (10.0%)**, indicating that explicitly generative content production is present but far less central than communication and targeting responsibilities.

Customer Experience (52.4%) is represented most strongly by **Sales intelligence (40.1%)**, reflecting responsibilities connected to sales enablement, pipeline/prospecting logic, or account-based approaches. Additional signals include **AI-based customer relationship management (14.1%)** and **User experience (8.8%)**, suggesting that **CRM/lifecycle and UX-oriented** responsibilities appear, but less frequently than revenue-adjacent sales intelligence language.

Strategy (46.4%) is dominated by **Managing AI-based value (32.6%)**, indicating a recurring expectation to articulate or demonstrate business value (ROI/value proposition/pricing logic). **Developing AI-based product/service (15.7%)** appears less often, suggesting that explicit GTM/launch/product-oriented AI responsibilities are present but not dominant across the dataset.

¹Report on AI Collaboration Competencies in Marketing, <https://doi.org/10.17605/OSF.IO/6NC3B>

General/Managerial (41.1%) is largely driven by **Teamwork with AI** (39.5%), reflecting cross-functional coordination, stakeholder alignment, enablement, and organizational execution expectations. Governance-oriented expectations appear far less frequently: Responsibility for **AI-generated content and decisions** is signaled in 8.2% of postings. **Digital safety** and security in the context of AI is rare (0.6%), and Working with agents is not detected (0.0%), indicating that explicit agent-based autonomy or security responsibilities are not commonly stated as core role tasks in this dataset.

Data/Research (32.3%) is primarily represented by **AI-based customer insights** (29.2%), capturing responsibilities related to customer/market insights and segmentation-oriented work. **Data collection for AI** (3.4%) appears only occasionally, suggesting that explicit data-pipeline or data-preparation language is relatively uncommon in responsibilities text for these marketing roles.

The complete absence of "working with agents" in current job responsibilities (0.0%) represents a significant gap between job postings and the trajectory of AI development. Agentic AI—systems that can autonomously execute multi-step workflows, make contextual decisions, and collaborate as active team members—is rapidly advancing in marketing technology. Recent research from Wharton and MIT demonstrates that human-AI teams produce approximately 50% more marketing outputs per worker and can increase team productivity by 60% without sacrificing performance (arxiv.org, 2025; Demand Gen Report, 2025).

This emerging AI capability challenges marketers: communication shifts with more task-oriented messaging; workers delegate 17% more tasks to AI, risking less diversity; and marketers must become AI strategists, guiding AI with judgment and workflow design.



The Governance Gap: Where Are Data Management and Security Competencies?

A notable finding is the near-absence of explicit data governance, digital safety, and security competencies in marketing role responsibilities. Governance-oriented expectations appear in only 8.2% of postings, while digital safety and security is rare (0.6%), and working with AI agents is not detected (0.0%). This pattern does not necessarily indicate organizational indifference to these concerns; rather, it suggests a functional division of labor where data governance, security, and compliance responsibilities are likely located in other organizational areas—typically IT, legal/compliance, or dedicated data governance functions.

Research on data governance consistently identifies that while marketing departments focus on data quality for campaign effectiveness and customer insights, IT departments typically drive technical implementation, security controls, and regulatory compliance (Google Cloud, 2025; Gimmel, 2025). Marketing professionals are expected to use AI-enabled tools responsibly, but the infrastructure for ensuring data integrity, privacy compliance (GDPR, CCPA), and algorithmic accountability often resides outside the marketing function. This

organizational arrangement has implications for competency development: marketing professionals may need foundational literacy in data governance and AI ethics, even if primary accountability sits elsewhere, to collaborate effectively across functional boundaries.

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2.1. Competency overlap: which expectations co-occur most often

Beyond individual competency frequencies, job postings frequently bundle competencies into recurring combinations. The strongest co-occurrence patterns suggest that responsibilities are often written as integrated “role packages” rather than isolated skill requirements.

Figure 3. Competency Co-occurrence Table

	AI-based communication	Teamwork with AI	Sales intelligence	Managing AI-based value
AI-based communication				
Teamwork with AI				
Sales intelligence				
Managing AI-based value				

The most common overlap is between AI-based communication and Teamwork with AI: the two co-occur in 37.3% of all postings (n = 119). Put differently, among postings that mention AI-based communication, 74.8% also mention teamwork/cross-functional operating expectations.

A second prominent bundle connects AI-based communication with Sales intelligence (28.8%, n = 92) and ties Sales intelligence to Teamwork with AI (27.0%, n = 86). In practical terms, postings that highlight AI in communication and targeting often also involve revenue-related responsibilities (pipeline, enablement, prospecting) and operating-model expectations (alignment, enablement, change).

Finally, a distinct cluster combines **Managing AI-based value with Sales intelligence** (25.1%, n = 80). This pairing signals roles where responsibilities link commercial outcomes (value/ROI articulation) with revenue execution logic (sales enablement, pipeline-related language), suggesting that “AI value” is often discussed in connection with go-to-market effectiveness rather than abstract strategy alone.

Sales intelligence as a hub competency. Looking specifically at Sales intelligence, it most often overlaps with AI-based communication (co-occurs in 71.9% of Sales intelligence postings) and Teamwork with AI (67.2%). It also frequently overlaps with Managing AI-based value (62.5%). This reinforces the interpretation that Sales intelligence is rarely framed as an isolated capability; instead, it is usually embedded in broader communication, cross-functional execution, and value/ROI narratives.



Practical Implications: What Do These Co-occurrence Patterns Mean for Practitioners?

The co-occurrence analysis reveals that employers do not seek AI competencies in isolation—they expect integrated "role packages" where multiple capabilities work together. For HR practitioners and hiring managers, this has three concrete implications:

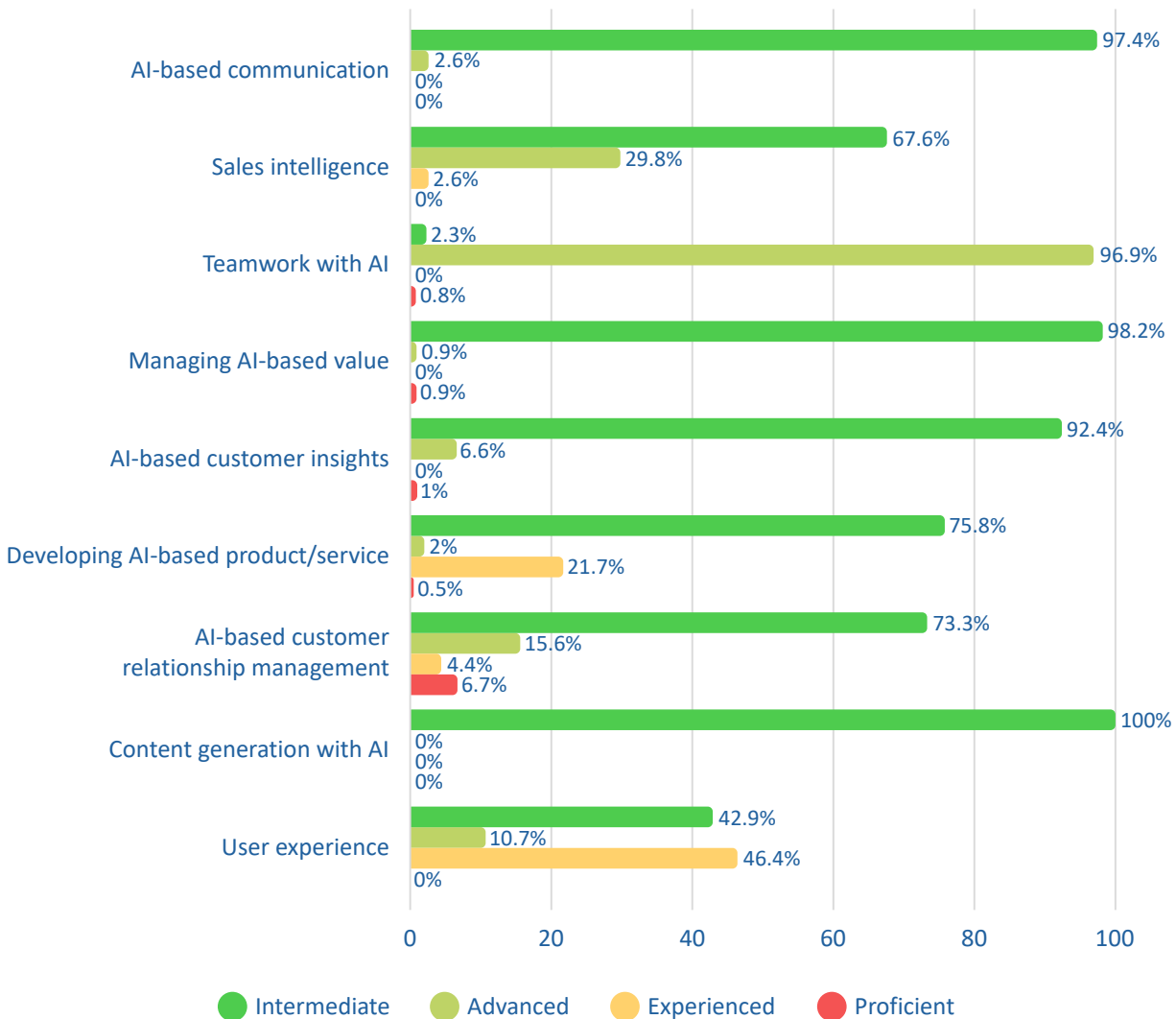
- 1. Hiring and assessment:** Evaluating candidates on single competencies (e.g., "can use AI for segmentation") misses how these skills must combine in practice. Assessment should probe how candidates integrate communication skills with cross-functional collaboration and value articulation.
- 2. Training and development:** L&D programs should avoid siloed skill modules. Instead, design integrated scenarios where marketers practice AI-based communication while coordinating with stakeholders and demonstrating ROI—mirroring actual job requirements.
- 3. Role design and job descriptions:** The data suggests that job descriptions emphasizing only one competency area may fail to attract candidates who can deliver the bundled expectations employers actually need. More effective postings would explicitly connect communication, sales enablement, and value demonstration responsibilities.

2.2. Competency depth and whether expectations are framed as Knowledge, Skills, or Attitudes

Beyond whether a competency is mentioned, job responsibilities differ in how deeply they specify the expectation. Using the DIGIT progression levels as a structured signal, the maximum depth indicated per posting is most often **Advanced (49.2%)** or **Intermediate (27.9%)**, while **Experienced (4.7%)** and **Proficient (4.7%)** expectations are relatively rare; **13.5%** of postings do not show detectable DIGIT depth markers in responsibilities.

In terms of how requirements are expressed, responsibilities are predominantly **skills-oriented**. Skills-related cues appear in **85.9%** of analyzed postings, while **Knowledge cues** (e.g., references to understanding or familiarity) appear in **34.2%**, and **Attitude cues** (e.g., ethics, accountability, privacy, transparency) appear in **39.5%**.

Figure 4. Competency Depth Distribution (Only Postings Where the Competency Appears)



Note: Percentages are calculated only for postings in which the given competency is explicitly detected in the responsibilities section. The distribution therefore shows the relative depth of the competency (Intermediate–Proficient) conditional on its presence, rather than across all postings.



AI-based communication (Branding)

Within the analyzed job postings, AI-based communication emerges as one of the most frequently signaled competencies. Responsibilities typically refer to personalization, targeting, messaging optimization, and the applied use of AI tools in communication workflows. The dominant depth level is **Intermediate**, indicating expectations related to applying AI-enabled tools to segmentation and content distribution rather than designing enterprise-wide communication architectures.

At this level, the competency is largely framed as a **Skill**—the ability to operationalize AI tools for communication effectiveness. Knowledge is occasionally implied (e.g., understanding how AI enhances segmentation), while Attitudes are rarely foregrounded unless responsibilities explicitly reference ethical use or transparency.



Teamwork with AI (General/Managerial)

Teamwork with AI appears prominently in the analyzed material, particularly through references to cross-functional coordination, stakeholder alignment, enablement, and integration of AI tools into operating models. When this competency is present, it often reflects an **Advanced** depth level, indicating that responsibilities extend beyond generic collaboration toward structured coordination of AI-enabled initiatives.

This competency is one of the areas where **Attitude cues** appear more clearly, particularly when responsibilities mention accountability, governance, or structured integration of AI into organizational processes. However, the dominant framing remains skills-oriented (coordination, leadership, execution).



Sales intelligence (Customer Experience)

Sales intelligence is another highly visible competency in the reviewed responsibilities. It is often linked to prospecting, pipeline development, sales enablement, and conversion performance. Compared to other competencies, it shows a stronger mix of **Intermediate and Advanced** depth signals. Advanced-level language typically reflects more structured integration of AI-driven insights into sales workflows and measurable revenue processes.

Here again, expectations are primarily skill-based: employers emphasize the ability to use AI-supported tools in revenue-related contexts. Knowledge becomes relevant when postings reference understanding predictive signals or market dynamics, while Attitudes are less explicitly stated.



Managing AI-based value (Strategy)

Managing AI-based value is frequently expressed through responsibilities related to value propositions, ROI articulation, pricing logic, and communicating business impact. In the analyzed job postings, this competency most often appears at the **Intermediate** level, suggesting that candidates are expected to articulate and support AI-driven value rather than to design enterprise-level value frameworks.

This competency combines **Skills** (e.g., developing business cases, measuring performance impact) with elements of Knowledge (understanding value creation mechanisms). Proficient-level signals—such as transforming business models or setting organization-wide standards—are comparatively rare in responsibility language.



AI-based customer insights (Data/Research)

AI-based customer insights is typically signaled through references to segmentation, customer/market insights, and data-informed decision-making. In the analyzed postings, this competency most often appears at the **Intermediate** level, reflecting expectations that candidates can apply AI-enabled insights to guide marketing strategy and execution.

Responsibilities primarily emphasize Skills (analysis, segmentation, application of insights), with Knowledge appearing where conceptual understanding of AI-driven insight generation is referenced. High-level governance or institutionalization of insight systems is rarely articulated in responsibilities.



Cross-Competency Patterns: Depth and KSA Integration

Looking across the five highlighted competencies, several patterns emerge that have implications for workforce development:

- **Depth concentration:** The prevalence of Intermediate and Advanced levels (combined 77.1%) versus Experienced and Proficient (combined 9.4%) suggests that employers seek practical application capabilities rather than foundational awareness or transformational leadership. This indicates a market where AI in marketing has moved past the "awareness" phase but has not yet reached maturity, where Proficient-level institutionalization would be expected.

- **Skills dominance:** The strong emphasis on Skills (85.9%) over Knowledge (34.2%) and Attitudes (39.5%) reflects a pragmatic labor market focused on what candidates can do with AI rather than what they understand conceptually. However, the non-trivial presence of Attitude cues (particularly in Teamwork with AI and governance-adjacent contexts) signals that employers recognize behavioral dispositions—such as accountability, ethical judgment, and collaborative mindset—as increasingly important complements to technical execution.
- **Development opportunity:** The gap between current Intermediate-dominant expectations and the relatively rare Proficient signals suggests a career progression pathway: marketers who can advance from applying AI tools to institutionalizing AI-driven processes and setting organizational standards will differentiate themselves in a competitive talent market.

3. How AI is framed in job descriptions and what is expected from employees

This section analyzes how AI is discussed in job descriptions and what that implies about employer expectations for marketing roles associated with an AI-related context. The analysis is based on the U.S. Indeed dataset (N = 319) and uses thematic indicators in the job-description text to detect recurring framing patterns (e.g., platform/product context, measurement and experimentation, automation).

Across the dataset, AI is typically framed as an embedded capability within broader marketing work, rather than as a standalone technical specialization. A dominant pattern links AI to products, platforms, and cloud-based environments: cloud/platform terminology (e.g., AWS/Azure/GCP) appears in ~79.0% of descriptions, while cross-functional collaboration language (e.g., product /engineering /stakeholders /cross-functional coordination) appears in ~95.3%. In this framing, the marketer is expected to translate AI-enabled capabilities into clear value propositions, positioning, and go-to-market execution, while working closely with technical and product teams.

A second recurring framing presents AI as a decision-support and performance layer. Language related to insights, measurement, experimentation, and KPI-driven optimization appears in ~47.3% of postings, suggesting that many roles expect AI-driven signals to be integrated into structured performance management (testing, evaluation, iteration) rather than treated as a one-off tool. In parallel, AI is often connected to process scalability and efficiency: automation/workflow language appears in ~34.5% of descriptions, pointing to expectations around operationalizing AI-enabled processes (workflow automation, marketing automation, orchestration) to increase consistency and scale.

Finally, **the dataset differentiates between general AI framing and specific AI technologies.** Mentions of GenAI/LLMs (LLM/GPT/ChatGPT/OpenAI-type language) appear in ~48.6% of postings, whereas explicit machine learning/data science terminology appears in ~17.6%.



The Practitioner Mindset: Technology Fluency Without Technical Depth

The framing patterns reveal a consistent expectation: marketers should understand AI capabilities and requirements without possessing deep technical expertise. Across the three dominant framing types—platform/product context (79.0%), decision-support/performance (47.3%), and automation/efficiency (34.5%)—the common thread is applied fluency rather than technical mastery.

This implies a specific practitioner mindset:

- **Know what's possible:** Understand the capabilities and limitations of AI technologies sufficiently to identify relevant applications and set realistic expectations.
- **Know what's required:** Grasp the inputs (data quality, integration requirements, governance constraints) that AI systems need to function effectively, without necessarily building or maintaining those systems.
- **Achieve scalability through iteration:** Use experimentation—testing, evaluation, iteration—to achieve scalable, efficient outcomes both within the organization and for external stakeholders.

For HR practitioners, this suggests that marketing AI training should emphasize capability mapping, use-case identification, and iterative experimentation rather than technical AI/ML coursework. The goal is producing marketers who can ask the right questions of technical partners, evaluate AI outputs critically, and integrate AI-driven insights into business decisions—not marketers who can build machine learning models.

4. Salary levels and differentiation across roles

This section summarizes salary levels in the U.S. Indeed dataset using the same AMA responsibility-profile structure as Section 1.1. To ensure comparability, the analysis includes only postings where interval = yearly and where min_amount and/or max_amount are numeric, yielding 295 postings with usable yearly salary ranges. Salaries are reported as the median minimum, median maximum, and the median midpoint (midpoint calculated from min/max where both are available).

Overall salary level (yearly postings only)

Across yearly postings with numeric salaries (n = 295), the median minimum salary is 128,600 USD, the median maximum salary is 212,600 USD, and the median midpoint is 170,600 USD (mean midpoint: 172,317 USD). These values provide the baseline for comparing compensation across AMA role profiles.

Salary differentiation by AMA responsibility profile

Digital Marketing Manager (digital channels & performance) is the largest profile in the analyzed material, with yearly salary data available for **99 postings**. The median midpoint salary is **170,600 USD** (median minimum: **128,600 USD**; median maximum: **212,600 USD**). This indicates that performance-oriented, channel-owning roles cluster around the overall median salary level in the analyzed job postings.

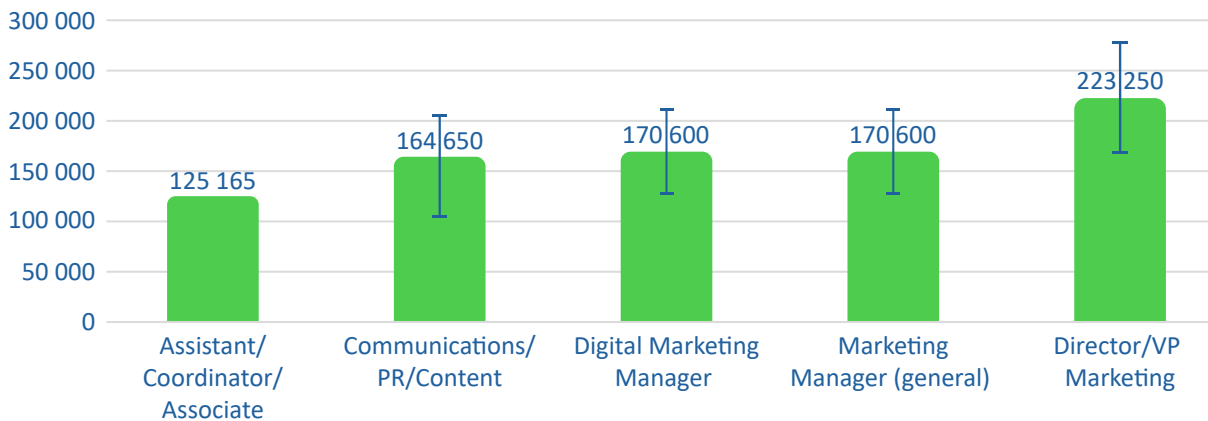
Marketing Manager (general) has yearly salary data available for **91 postings**. The compensation profile is essentially identical to the digital manager group: median midpoint **170,600 USD** (median minimum: **128,600 USD**; median maximum: **212,600 USD**). Broad marketing management responsibilities therefore do not materially differ in pay from more explicitly digital/performance-oriented profiles within the analyzed offers.

Director/VP Marketing (leadership scope) includes yearly salary data for **60 postings**. This profile shows the clearest uplift: median midpoint **223,250 USD** (median minimum: **168,300 USD**; median maximum: **278,200 USD**). This suggests a distinct compensation premium for postings that include leadership scope, strategic oversight, and team or budget accountability.

Communications/PR/Content includes yearly salary data for **43 postings**. The median midpoint is **164,650 USD** (median minimum: 106,100 USD; median maximum: **205,200 USD**), which is lower than the overall median and substantially below the leadership profile.

Entry-level (Assistant/Coordinator/Associate) has yearly salary data available for only **2 postings**, so results should be treated as indicative. The observed median midpoint is **125,165 USD**.

Figure 5. Median midpoint salaries by marketing roles in U.S.



Source: own study based on data from Indeed

The salary structure aligns clearly with responsibility scope. The primary separation is between leadership roles (Director/VP) and non-leadership roles: the Director/VP profile shows a substantial premium in both median midpoint and upper bound. By contrast, the two dominant manager-level profiles—Digital Marketing Manager and Marketing Manager (general)—are compensated at a very similar level in this dataset, suggesting that digital channel ownership does not, by itself, command a distinct salary uplift relative to broader marketing management responsibilities. Communications/PR/Content roles sit lower, consistent with a narrower scope focused on messaging and content-oriented responsibilities.

5. Conclusions

The analysis of U.S. marketing job advertisements reveals AI has transitioned from peripheral consideration to mainstream expectation across performance, digital, and leadership roles. AI-related skills now appear as baseline professional competencies rather than specialist differentiators.

AI integration remains uneven: strategy, performance marketing, and digital roles explicitly reference AI for targeting, optimization, and measurement, while communications and content roles embed AI implicitly under "data-informed storytelling" or "content at scale." The scarcity of entry-level positions (1.3%) aligns with research indicating a 31% decline in marketing assistant roles since 2022, with 52% of organizations reporting AI-driven elimination of junior positions (University at Buffalo Career Design Studio, 2025; Amra & Elma, 2025).



Implications for Talent Acquisition and Competency Development

Employers do not seek AI competencies in isolation. The strongest bundles—AI-based communication paired with cross-functional collaboration (37.3% co-occurrence) and sales intelligence linked to value articulation (25.1%)—indicate effective AI-context marketing requires integrated capability sets. Assessment approaches focused on single competencies may fail to identify candidates who can deliver bundled expectations, while siloed training programs may inadequately prepare marketers for integrated role demands.

The near-absence of explicit data governance (8.2%), digital safety (0.6%), and AI agent collaboration (0.0%) requirements reflects functional divisions where marketing focuses on data application while IT, legal, and compliance hold primary accountability (Google Cloud, 2025; MarketingOps.com, 2025). Marketing professionals benefit from foundational governance literacy—sufficient for cross-functional collaboration—even when primary accountability resides elsewhere.

The complete absence of "working with agents" represents a gap between market expectations and technological trajectory. Research demonstrates marketing teams working with AI agents achieve approximately 50% higher output and 60% productivity gains (arxiv.org, 2025; Demand Gen Report, 2025). Organizations developing human-AI collaboration frameworks before widespread adoption may gain early-mover advantages.



Implications for Workforce Strategy

Capability investment: Strong skills-orientation (85.9%) indicates employers prioritize execution capability, while attitude-related expectations (39.5%) around accountability and collaboration suggest behavioral competencies are emerging complements. Organizations should embed training, experimentation infrastructure, and ethical guidelines into marketing teams rather than relying solely on external acquisition.

Pipeline considerations: Declining entry-level positions raise questions about future talent pipelines. If junior marketers lack opportunities to develop foundational judgment, organizations may face mid-level constraints. Structured development programs pairing AI tools with mentored skill-building offer one response.

Role definition precision: Significant variation in AI framing—from platform/product context (79.0%) to decision support (47.3%) to operational automation (34.5%)—suggests greater specificity in job descriptions could improve talent matching.



Implications for Marketing Professionals

The market rewards integrated competency profiles over narrow specialization. Marketers combining AI-based communication with cross-functional coordination and value articulation position themselves for mobility and advancement. Emphasis on Intermediate and Advanced depth levels (combined 77.1%) over Proficient-level (4.7%) suggests practical application is currently more valued than transformational expertise.

Employers expect technology fluency without technical depth: understanding AI capabilities sufficiently to identify applications, set realistic expectations, and collaborate with technical partners—rather than building systems directly. This "practitioner mindset" emphasizes iterative experimentation, critical evaluation of outputs, and translation of insights into decisions.



6. Methodology

This report is based on a structured analysis of U.S. job postings collected from the Indeed platform through automated weekly scraping using the search keywords “AI marketing.” For the purposes of this report, the analytical sample was defined by two criteria: (1) the job title contains the word “marketing” (case-insensitive), and (2) the extracted responsibilities section of the job description contains AI-related language consistent with the search criterion. Applying these criteria resulted in a final dataset of 319 postings. The analysis combines responsibility-based role classification, competency mapping anchored in an external framework, AI-framing analysis, and salary evaluation, with each step designed to balance interpretability, comparability, and data quality.

Data collection and preprocessing

Job postings were collected via automated weekly scraping of Indeed. Each posting includes structured fields (e.g., title, company, location, salary range, salary interval) and unstructured text (job description). Basic preprocessing was applied to normalize text and handle missing values. The dataset used in this report is restricted to postings whose job title includes “marketing.”

Responsibility extraction

Because full job descriptions often include boilerplate sections (company background, equal-opportunity statements, benefits), the analysis focuses on responsibility language where possible. A “Responsibilities” segment was extracted from the description field using common section headings (e.g., “Responsibilities,” “What you’ll do,” “Duties,” “Essential functions”) and stopping rules that truncate at typical subsequent headers (e.g., “Requirements,” “Qualifications,” “Benefits”). This responsibilities-only text is treated as the primary basis for competency mapping and AI-related expectation analysis.

Role structure (AMA responsibility-based profiles)

To describe the structure of marketing roles in a standardized and HR-relevant way, postings were classified into AMA-style responsibility profiles aligned with common AMA job-title categories (e.g., Marketing Manager, Digital Marketing Manager, Director/VP Marketing, Communications/PR/Content, entry-level profiles). Classification was performed using responsibility markers detected in the extracted responsibilities text (e.g., digital channel ownership and performance levers such as SEO/SEM, paid media, analytics and KPI/ROI monitoring; leadership and budget scope; communications/content scope). Each posting was assigned to the profile whose responsibility pattern best reflected the dominant scope of work.

Competency mapping (DIGIT AI-driven marketing framework)

Competency expectations were analyzed through responsibility-based mapping to the AI-Driven Marketing Competency Framework developed under the DIGIT project. The framework defines 13 competencies organized into five broader domains (Data/Research, Strategy, Branding, Customer Experience, General/Managerial). For each competency, a narrow set of responsibility markers was operationalized and matched against the extracted responsibilities

text. Each posting was tagged with the competencies signaled in its responsibilities. Results are reported as (a) the share of postings signaling each competency and (b) the share signaling at least one competency within each broader domain. An intensity indicator (number of competencies signaled per posting) was computed to describe how broadly employers bundle expectations.

AI framing analysis

To capture how AI is positioned in marketing work, the report uses thematic indicators to detect recurring AI framing patterns in postings, including AI as part of a platform/product context, AI as decision support (measurement/experimentation language), and AI as an operational layer (automation/workflow language), as well as explicit references to GenAI/LLMs and machine learning. These indicators summarize how AI expectations are articulated, without assuming that every mention implies a formal skill requirement.

Salary analysis

Salary analysis was restricted to postings where the interval field indicates yearly compensation. Hourly, weekly, and monthly entries were excluded to ensure comparability. For included postings, numeric values were taken from min_amount and max_amount, and a midpoint was computed when both bounds were present. Summary statistics (median and mean) were calculated for minimum, maximum, and midpoint salaries. Salary differentiation was then reported primarily across AMA responsibility profiles, ensuring that compensation patterns are interpreted in the context of functional role scope.



7. Limitations

Findings reflect patterns in postings collected through a specific keyword-driven scraping approach and restricted by the report's inclusion criteria (marketing in the title and AI-related language in responsibilities). Responsibility extraction and subsequent mapping steps are rule-based and may not perfectly capture section boundaries in every posting. Both AMA profile assignment and competency mapping rely on heuristic pattern matching; they provide structured, interpretable signals but do not constitute a fully validated occupational taxonomy or a complete ontology of requirements. Salary ranges may be employer estimates, vary in completeness, and should be interpreted as indicative posting-level information rather than verified pay outcomes.

Project Overview

DIGIT (People and algorithms in organizations: competencies for working in the digital environment) is the NAWA Strategic Partnership project focused on understanding and developing the competencies needed to work with AI and manage AI-enabled work in marketing environments.

The primary objective is to identify and develop the competencies to work with AI in marketing contexts, manage AI-enabled work processes, and adapt to Marketing 5.0 environments.

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The report is based on primary and secondary sources, including reports, scholarly articles, and analytical publications that provide additional context and validation of findings. The selection of secondary sources was guided by the following criteria: information quality, broad and diverse coverage across the research, business, and educational sectors, a global perspective on digital trends and their implications, and publication dates between 2020 and 2024 to ensure relevance and up-to-date information.

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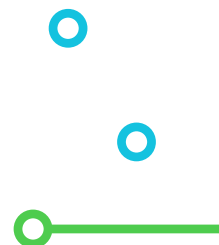
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