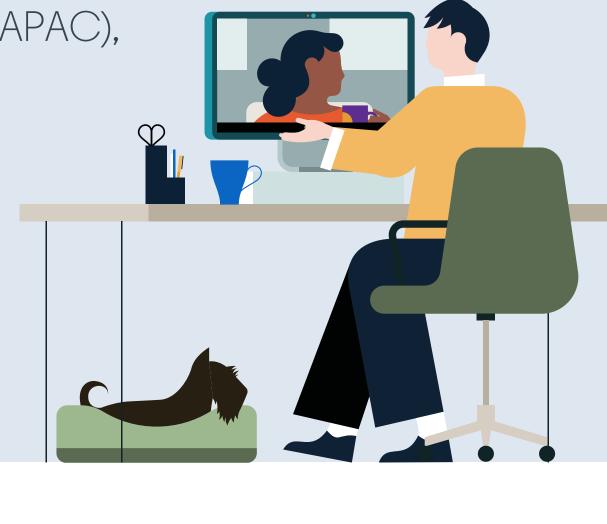
How is the Great Reshuffle Impacting Marketers in Different Regions Across the World?

The Great Reshuffle is not happening in just one

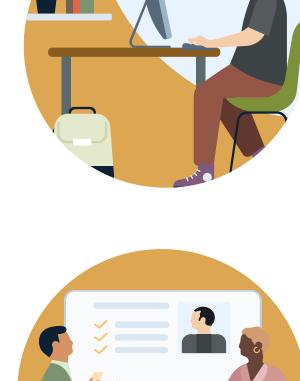
region – it is happening all over the world. Learn how marketers in North America (NAMER), Asia-Pacific (APAC), and Europe, Middle East and Africa (EMEA)

are taking control of their careers during this historic time.



leaving their jobs.

The majority of workers in the U.S. are mulling



of working Americans are considering a job change in 2022



24% are actively looking Globally, marketers are not just mulling – last year a significant

Growth in LinkedIn Members in Marketing changing jobs year over year

number left their jobs to explore new career opportunities.



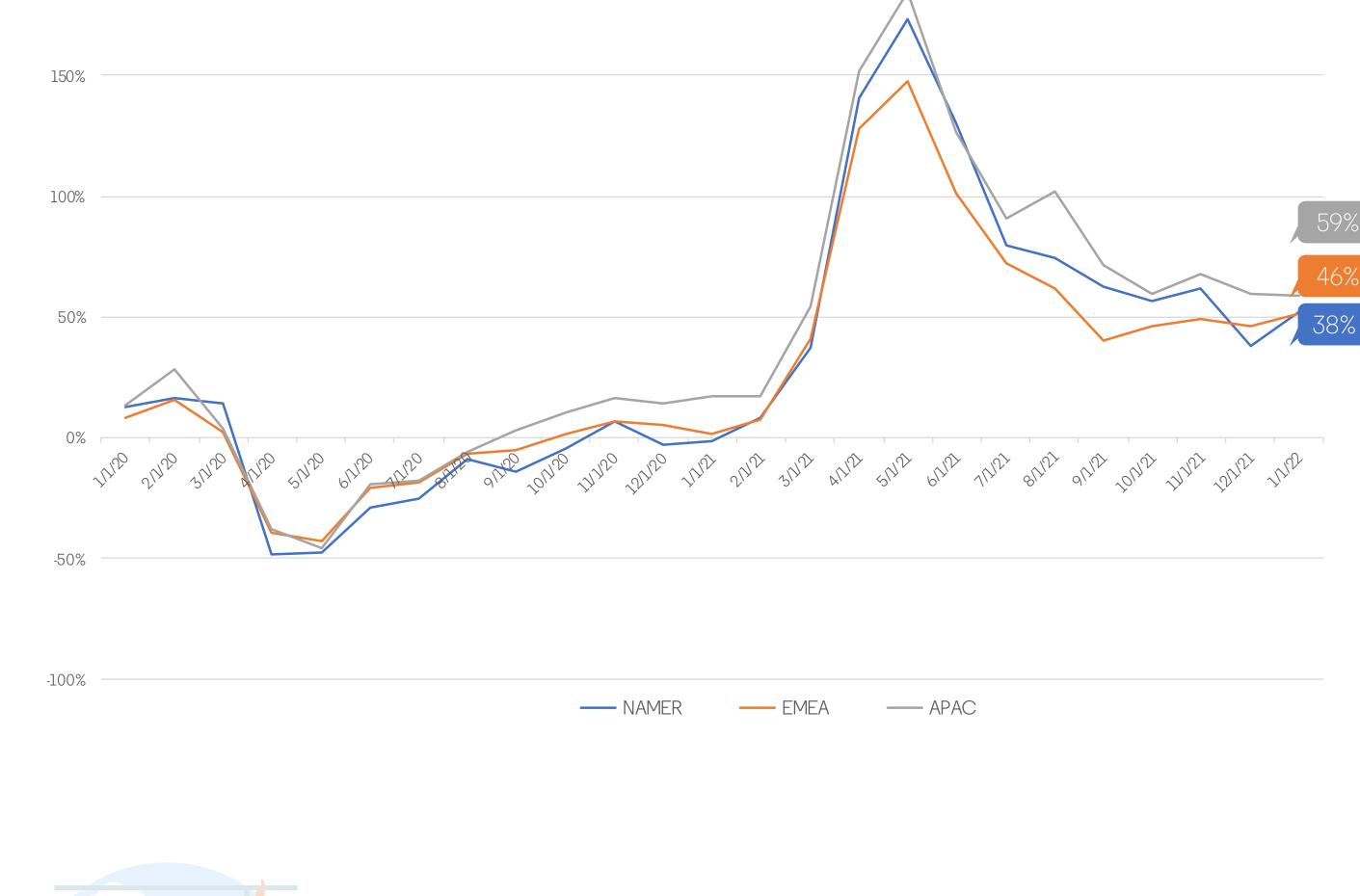
618 Marketing Job departures in 2021

Out of the three regions, APAC had the highest growth in job transitions (59%) as of the end of 2021, followed by EMEA (46%), and NAMER (38%).

Marketers in APAC were more likely to leave current jobs

Global Marketing Job Transitions Growth in Share of Members Changing Jobs 200%

for new ones than anywhere else in the world.





Top 5 Areas of Migration for Marketers **EMEA APAC** United Arab Emirates Singapore

Seeking more flexibility, marketers are more likely to

migrate to urban areas like New York, United Arab

Washington DC-Baltimore Area The Randstad, Netherlands 4. 5.

Greater Phoenix Area

- However, marketing departments in NAMER embraced
- remote work more than other regions.

Ireland

Emirates and Singapore.

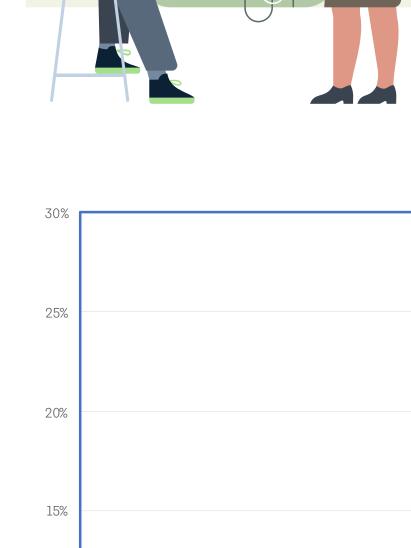
London Area, United Kingdom

Greater Paris Metropolitan Region

Greater Bengaluru Area Greater Delhi Area Greater Melbourne Area

Greater Sydney Area

Remote job share increased most in NAMER 121%followed by APAC / /o



10%

1.

2.

3.

4.

5.

Remote % Job Share

Content Writer

Marketing Manager

Greater Sydney Area

Greater Kuala Lumpur

Greater Melbourne Area

Hsinchu Metropolitan Area

Digital Marketing Specialist

Digital Marketing Manager

Digital Marketing Executive

and EMEA 56%

5% NAMER **EMEA** As marketers left one job for another, the most in-demand roles included social media and digital marketing specialists. Most In-Demand Occupations **APAC NAMER EMEA**

Marketing Manager

Marketing Specialist

Social Media Manager

Digital Marketing Specialist

Digital Marketing Manager

Social Media Marketing Specialist

Marketing Strategist

Marketing Manager

Product Marketing Manager

Online Specialist

- move to another location for better salaries.
- Top 5 Regions With Top Marketing Salaries **APAC NAMER EMEA** Greater Seattle Area The Randstad, Netherlands 1. Greater Tokyo Area

To land the best salaries, marketers moved to places

such as Seattle, The Randstad, Netherlands, and Tokyo.

Greater Reading Area

Greater Nancy Area

Greater Munich Metropolitan Area

Greater Toulouse Metropolitan Area

Marketers are showing more willingness to

Marketers in NAMER and EMEA who switched jobs were the most likely to be promoted. Meanwhile, half of APAC and almost half

2.

3.

4.

5.

San Francisco Bay Area

Atlanta Metropolitan Area

Greater Fayetteville, AR Area

NAMER

24%

Greater Minneapolis-St. Paul Area

of EMEA marketers moved down in seniority in their new jobs.

EMEA

30%

3.

4.

5.

Digital Marketing

Social Media Marketing

Property Management

46%

24%

28%



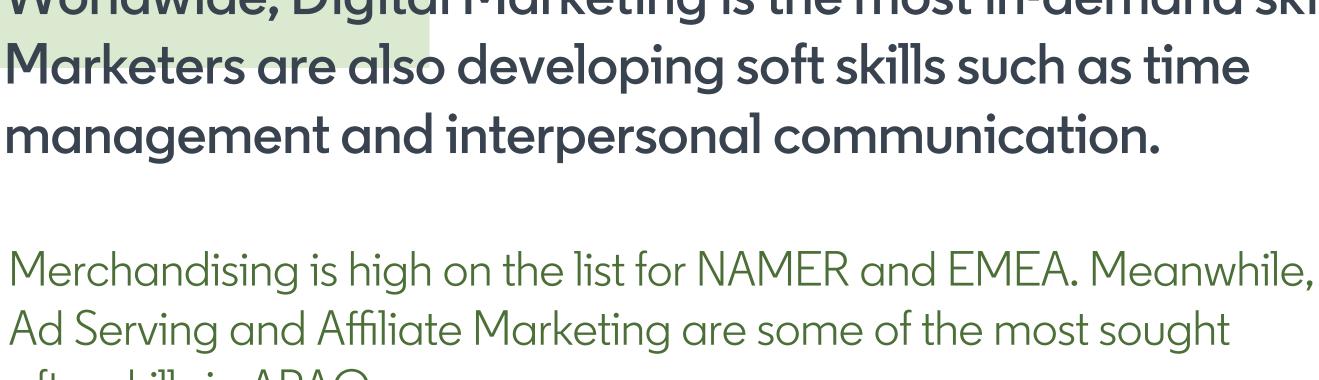
28%

Lateral

47%

21%

50%



Affiliate Marketing

Facebook Marketing

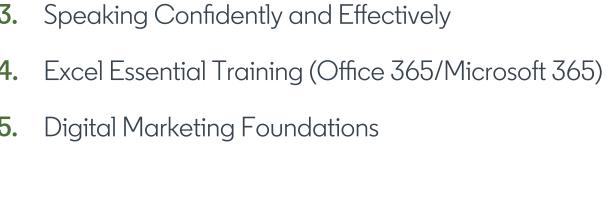
Social Media Marketing

Promotion

Ad Serving and Affiliate Marketing are some of the most sought after skills in APAC. **EMEA APAC NAMER** 1. Merchandising Digital Marketing Digital Marketing 2. **Event Marketing** Merchandising Ad Serving

Ad Serving

Email Marketing



The Six Morning Habits of High Performers

- Digital Marketing Foundations **SEO** Foundations
- Speaking Confidently and Effectively

LinkedIn Economic Graph 2021.

NAMER

APAC

Source:

Unconscious Bias

- The Six Morning Habits of High Performers

Excel Essential Training (Office 365/Microsoft 365)

The Six Morning Habits of High Performers is the most popular

EMEA

LinkedIn Learning course among learners across all the regions.

Unconscious Bias

Search Engine Optimization (SEO)

- Top 5 LinkedIn Learning Courses Across Regions
 - Excel Essential Training (Office 365/Microsoft 365)

Digital Marketing Trends

The Six Morning Habits of High Performers

Speaking Confidently and Effectively

Linked in



LinkedIn Internal Data 2020-2021, Target Audience: Global members in the Marketing function.