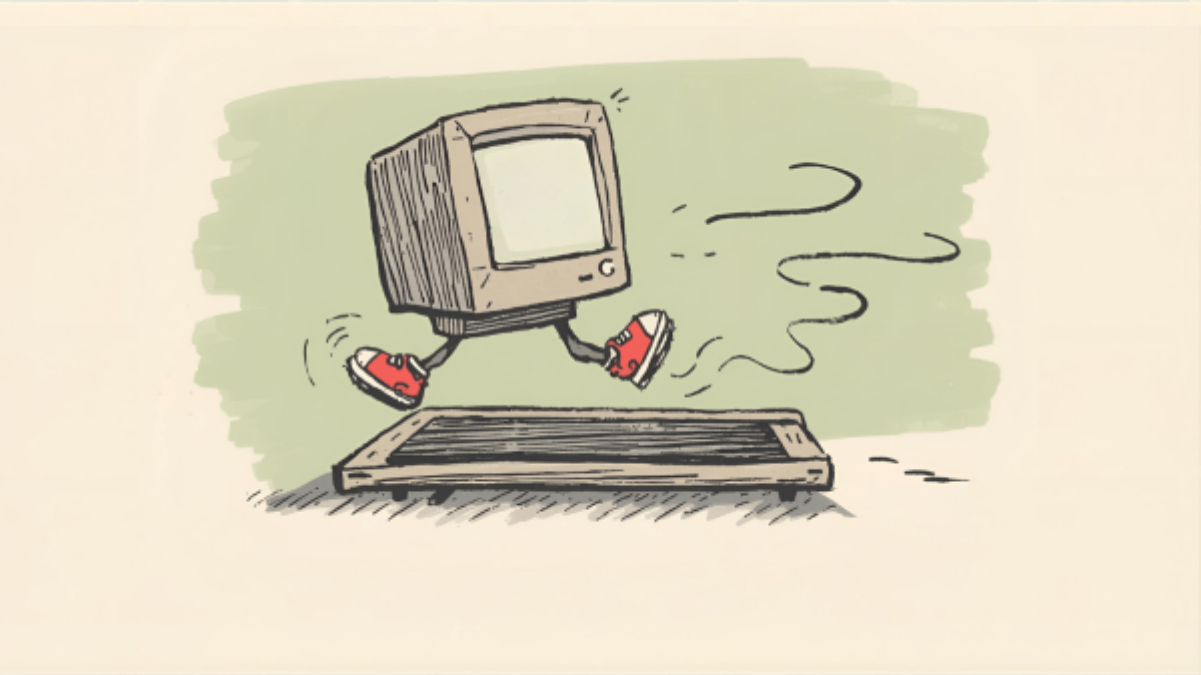
AI Isn’t Cutting Marketing Jobs—But It Is Making Them Harder



Artificial intelligence isn’t eliminating marketing jobs at scale, but it is changing what those jobs demand.

According to proprietary data prepared for ADWEEK by the research firm NewtonX, most organizations report little to no AI-driven headcount reduction. At the same time, a majority of marketers say their day-to-day responsibilities have already shifted, with expectations rising around speed, complexity, and output.

The survey collected responses from 501 advertising decision-makers in the U.S. and Canada, split between 82% brand marketers and 18% agency leaders. Twenty percent of respondents are at the C-level.

The findings suggest a new reality for the profession: AI may be expanding marketers’ capabilities, but it’s also compressing timelines and raising the performance bar.

Recommended videos
https://www.adweek.com/brand-marketing/ai-making-marketing-jobs-harder/