



2024 “Scope of Work” Report


An Exploration of the Professional Landscape
Across Marketing, Communications & Creativity

DEFINING THE SCOPE

Dear Communicator Awards Community,

As the 31st Season of the Communicator Awards revs up, I've been looking back on winning projects, stories and conversations from seasons past and it is unbelievable how much has happened in such a short time. I started in my role in the later part of the global pandemic, just as our office was opening back up. As everyone in the workforce continues to navigate around the "new normal", our industry has gone through so many ups and downs. We've seen economic booms and busts, we've seen extensive layoffs, cultural shifts, moments of intense global political unrest. We've also seen the advent of new technologies and work structures that make the world smaller, expand our access to amazing talent, and that have dawned all-new job functions and titles that sound like the stuff of Sci-Fi.

It felt like a good time to take a temperature check on the state of our professional universe. It happens that the AIVA Jury is composed of experts across such a diverse swath of industries, disciplines and organization-types, so what better resource to tap for this endeavor?




Thus, my team set out to mine our esteemed panel of jurors for data to investigate the ways in which their working landscape has changed (and continues to change). I'm personally very curious to hear whether the initial hot takes around AI replacing human talent turned out to be founded.

Hiring practices and forecasts are a large component of this report and – as the theme of this season is "Communication is Connection" – we are trying something new to connect those of you who are currently navigating this wild job market, whether you're a hiring leader with open roles or a talented candidate looking for your next sci-fi-sounding title. Read the report to find out more!

I hope you find this report as illuminating as I have.

As ever,
Lauren Angeloni



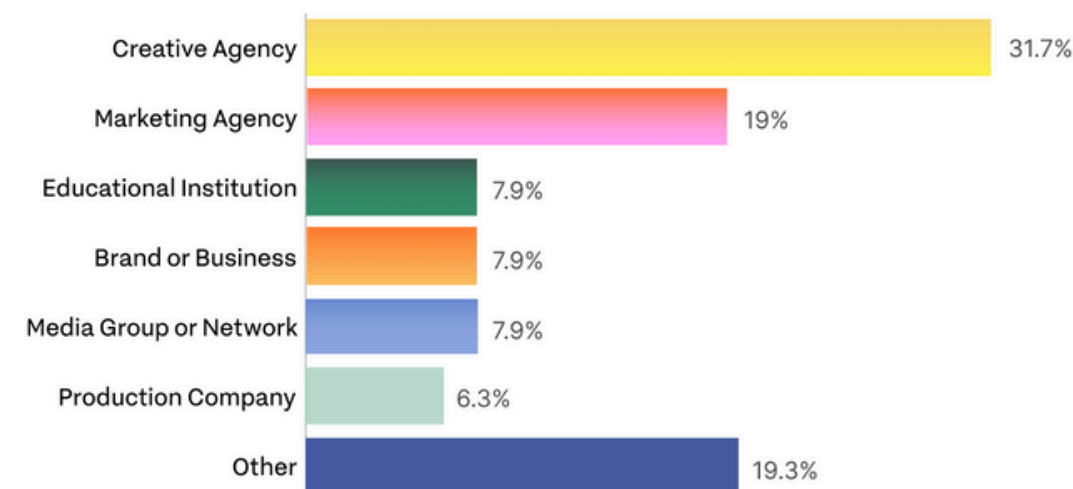
REVEALING OUR SOURCES

The Communicator Awards has the benefit of a built-in panel of experts in the AIVA Jury. When seeking to understand the shifting Marketing & Communications professional landscape, there was no better resource to tap than this stellar pool of leaders who work across every imaginable facet of the industry. A little more about them...

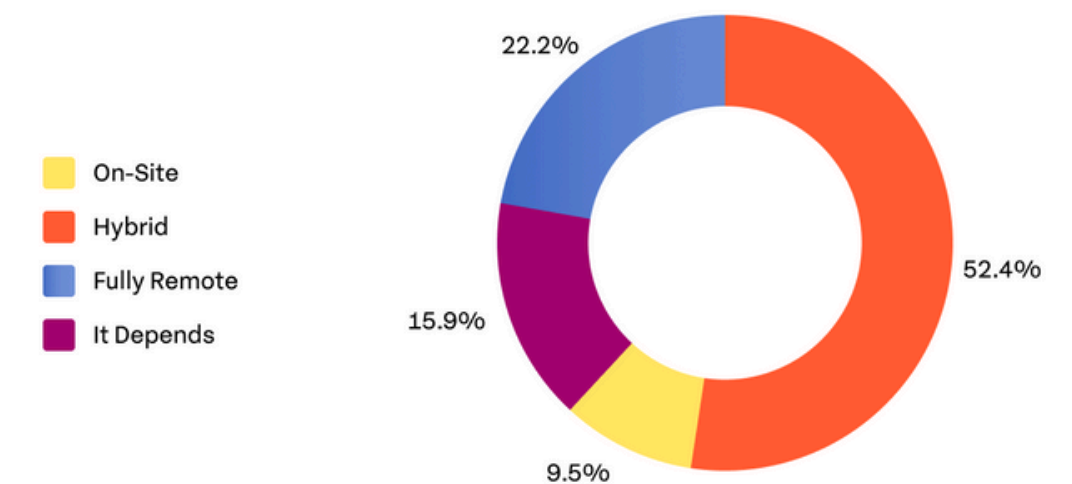
Where is Your Organization?



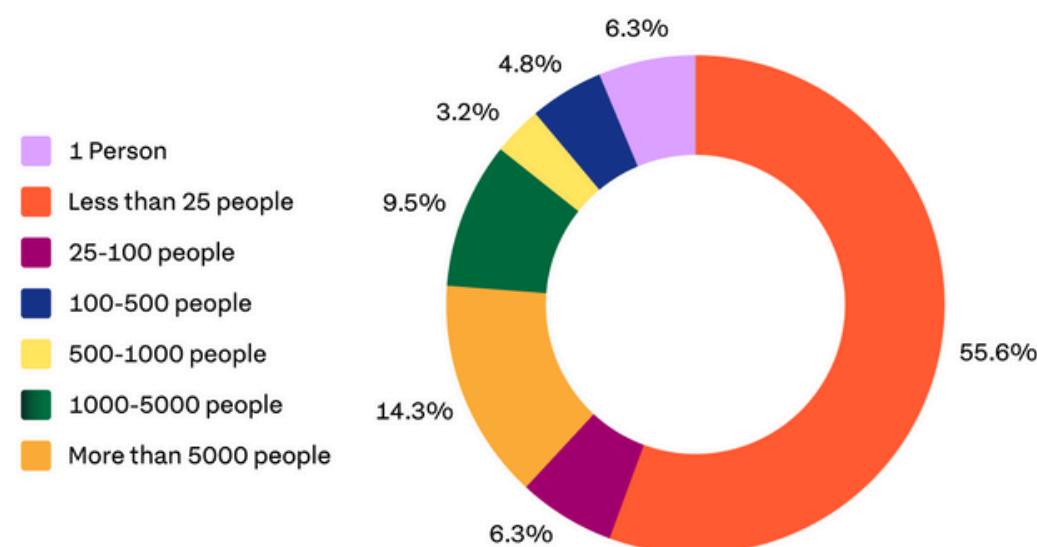
What Organization Type Best Describes Yours?



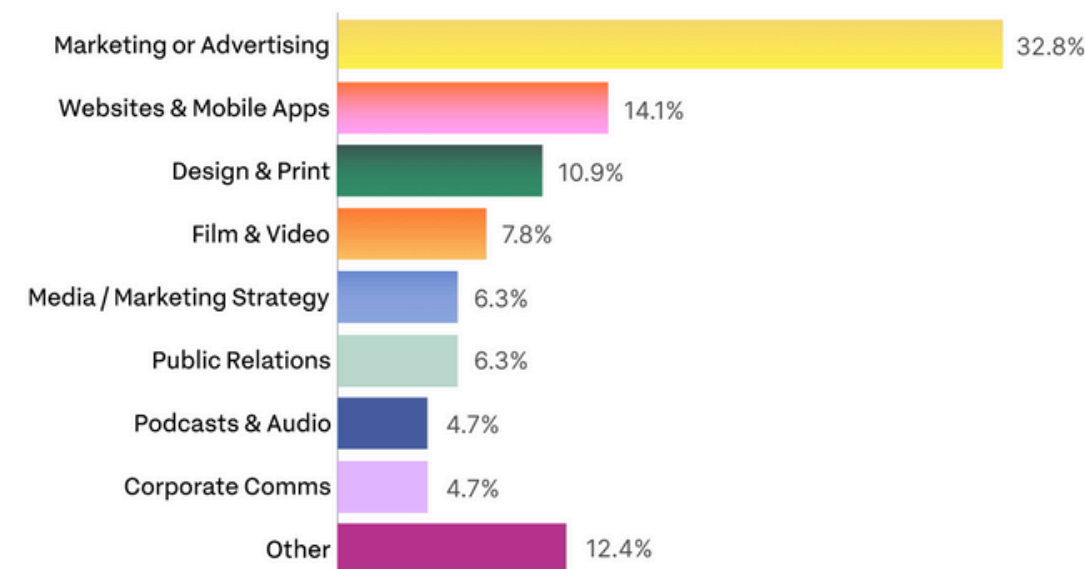
What is Your Organization's Remote Work Policy?



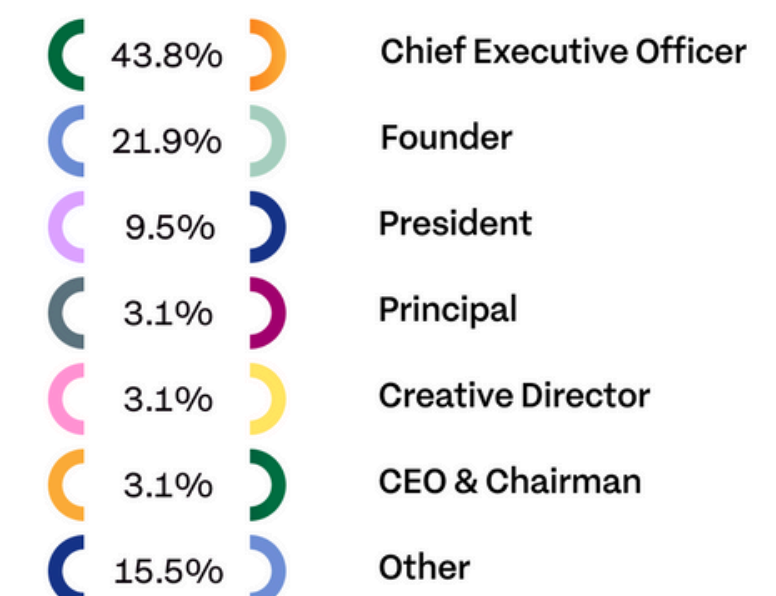
What is the Size of Your Organization?



What Discipline Best Describes Yours?



What is the Most Senior Title at Your Organization?



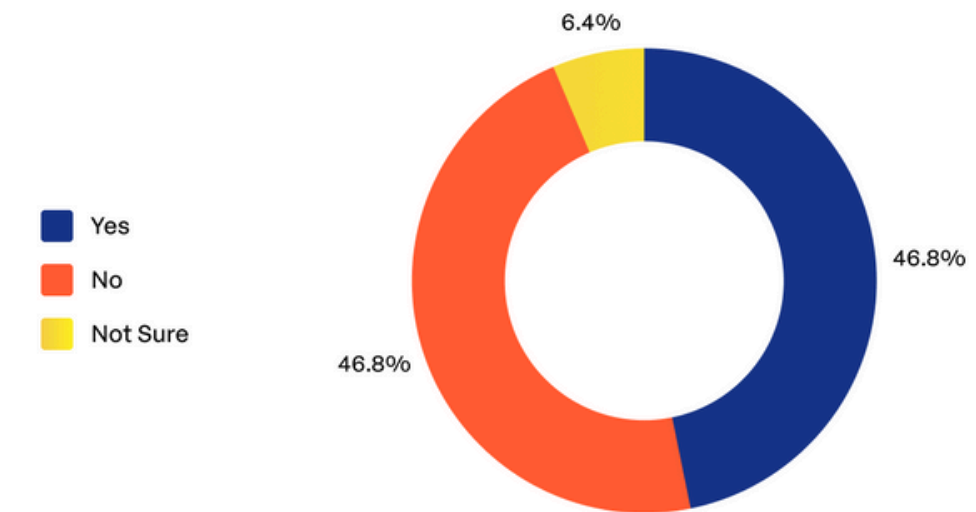
HOLDING THE LINE

Over the past year, the political, economic, and cultural landscape has shifted dramatically. The Jury weighed in on whether their organizations are seeing an impact, when it comes to hiring.

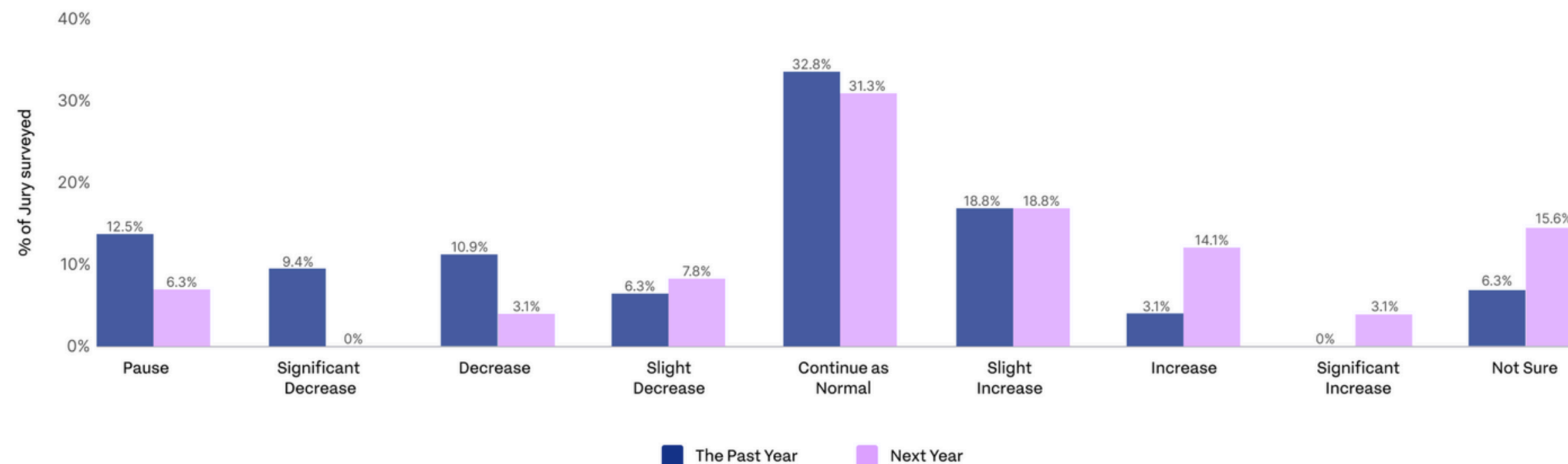
Are You a Hiring Leader?



Does Your Organization Currently Have Any Open Roles?



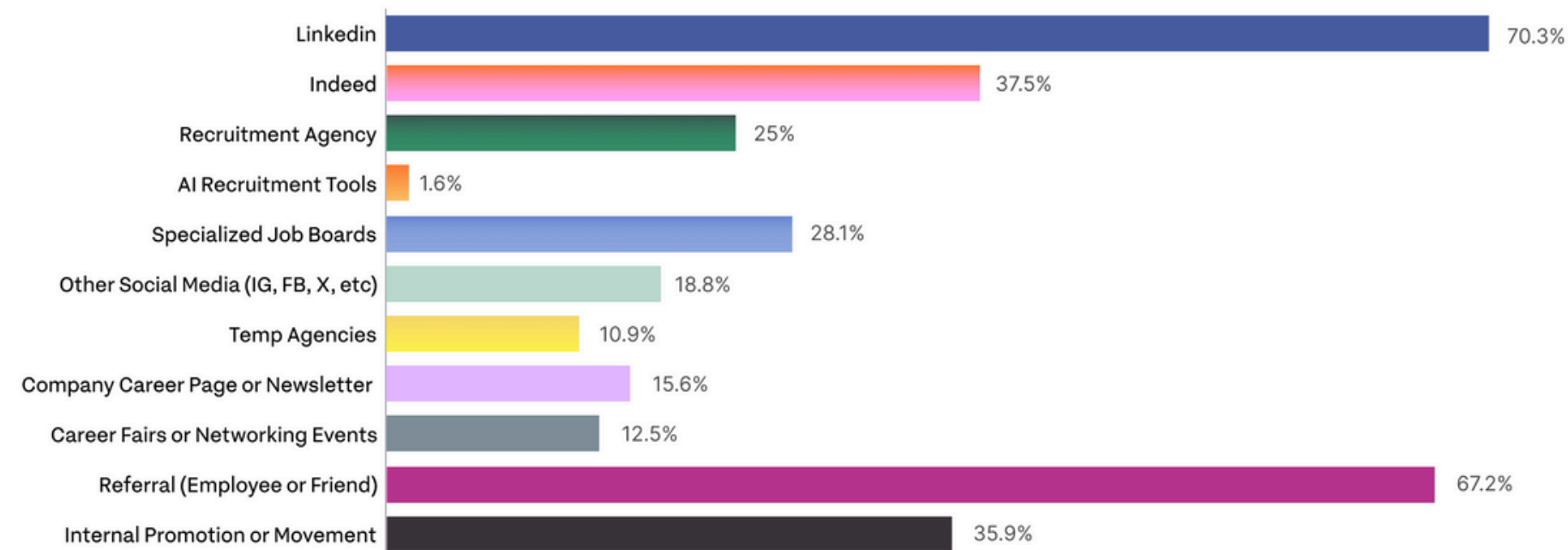
How Has Hiring Changed Over the Past Year in Your Organization? How Will Hiring Change Next Year?



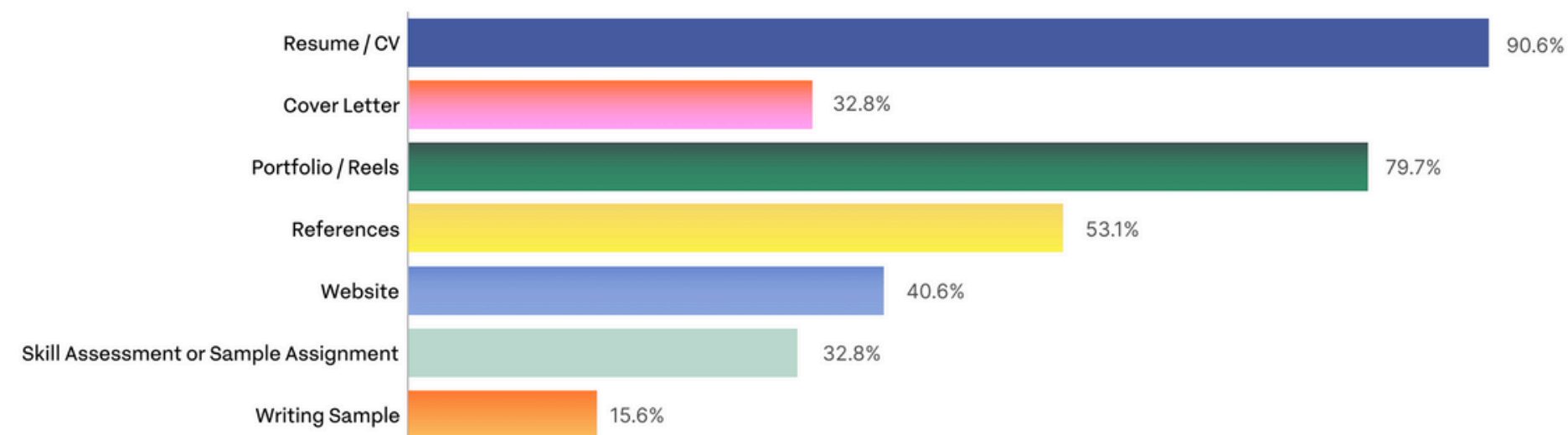
CASTING THE NET

With the advent of new platforms and technologies, there are more avenues for sourcing and vetting of talent than ever. The Jury, however, hasn't meaningfully adopted these shiny new tools and seems to prefer a more traditional approach.

What Platforms Does Your Organization Use for Sourcing Talent?



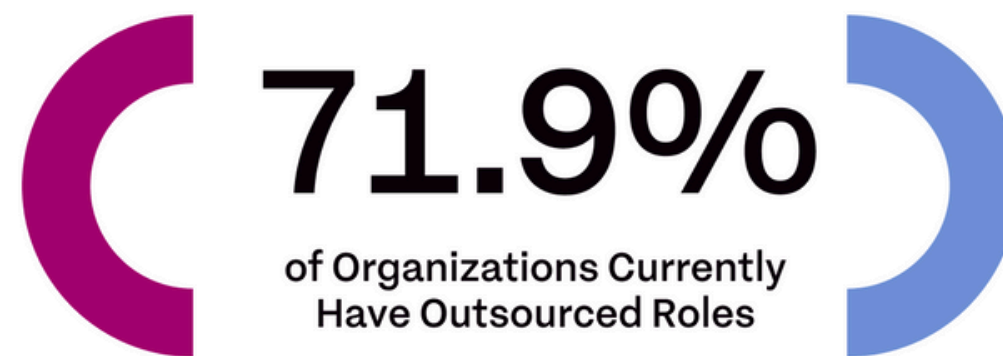
What Do You Expect Applicants to Provide?



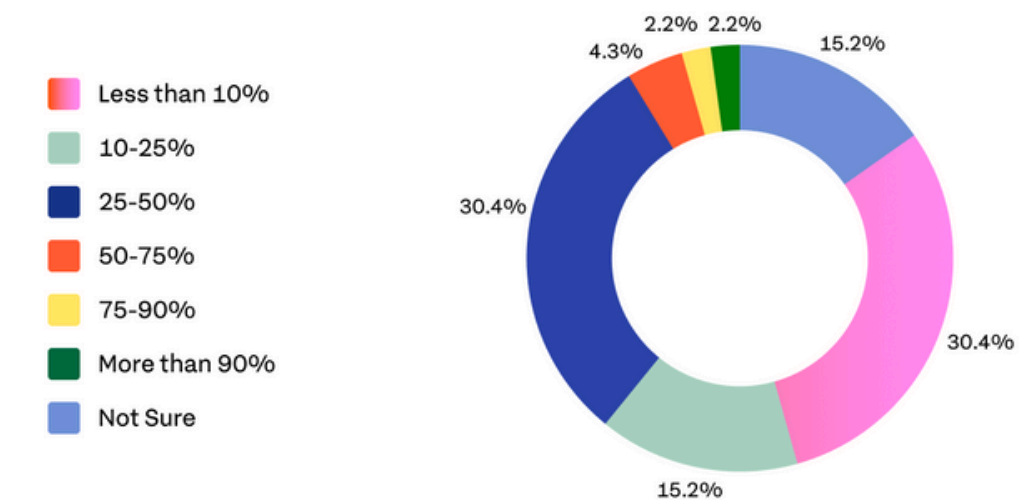
THE RISE OF THE GIG

The pandemic brought advancements in collaborative tools, which expanded the potential for obtaining talent from practically anywhere. With flexible work arrangements, not only has the employee pool grown, but the ease of engaging outsourced talent has improved the gig economy. Increasingly, even C-Suite and Upper Management positions have become “fractional” and project-based.

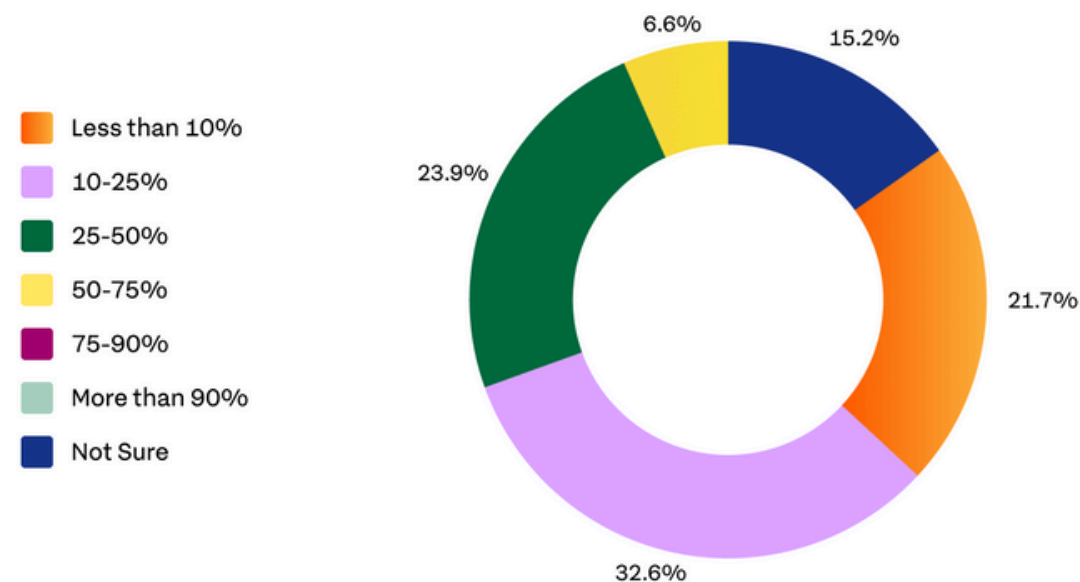
Does Your Organization Currently Have Any Outsourced Roles?



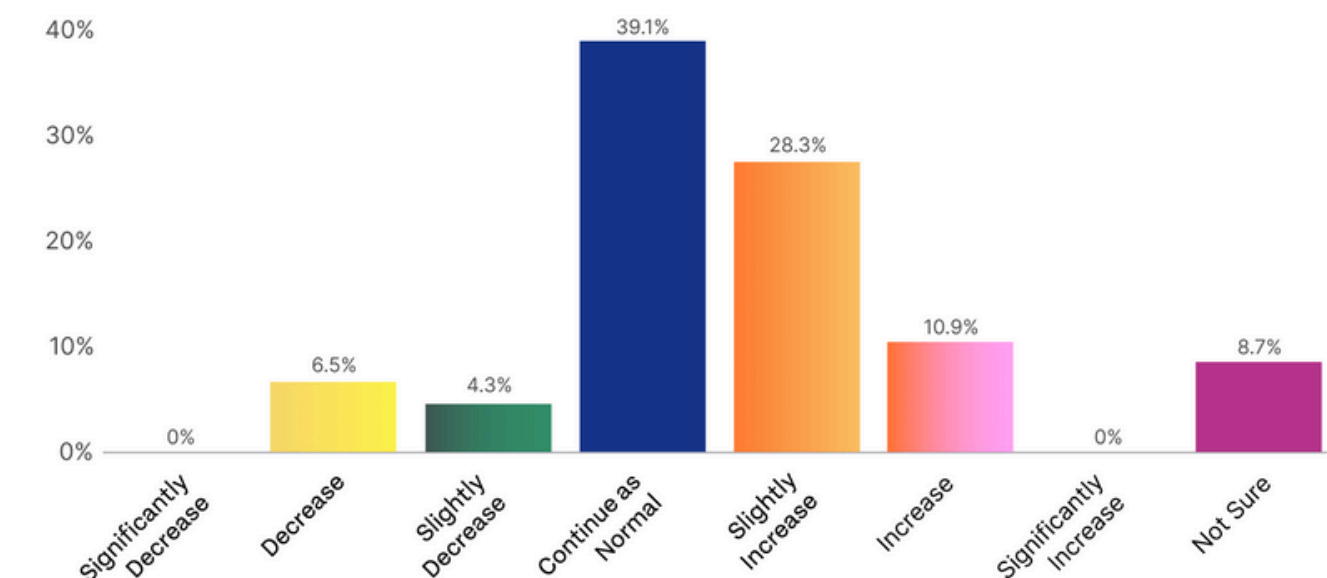
What Percentage of Your Organization Are Contractors?



What Percentage of Your Organization's Work is Outsourced?



How Will Your Organization's Engagement With Contractors Change Next Year?



THE REVOLVING DOOR



With terms like “quiet quitting” gaining national attention in the post-pandemic era, organizations have been put on alert when it comes to employee satisfaction. Return-to-Office mandates have brought about an inflection point to a workforce who have grown to prefer an untethered experience. The people leaders of the AIVA unpacked their biggest challenges to retaining top talent.

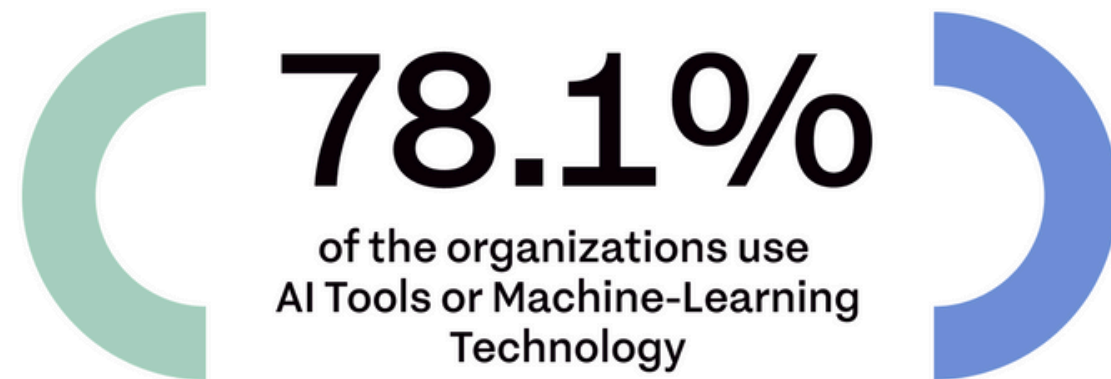
What is the Biggest Challenge to Retaining Talent?

- Salary Expectations
- Poaching
- Return-to-Office Policy Changes
- Fear of Company Stability
- Workload / Burnout
- Performance
- Career Growth Opportunities
- Layoffs
- New Clients
- Remote Culture
- Economy
- Competitors
- Not Enough Work for Full-Time
- Availability
- Company Culture
- Length Training Requirements
- Benefits & Perks
- Cost
- Work/Life Balance
- Role Expectations
- Not Enough Work for Full-Time
- Skill Base
- Narrow Career Focus
- Open Role Availability

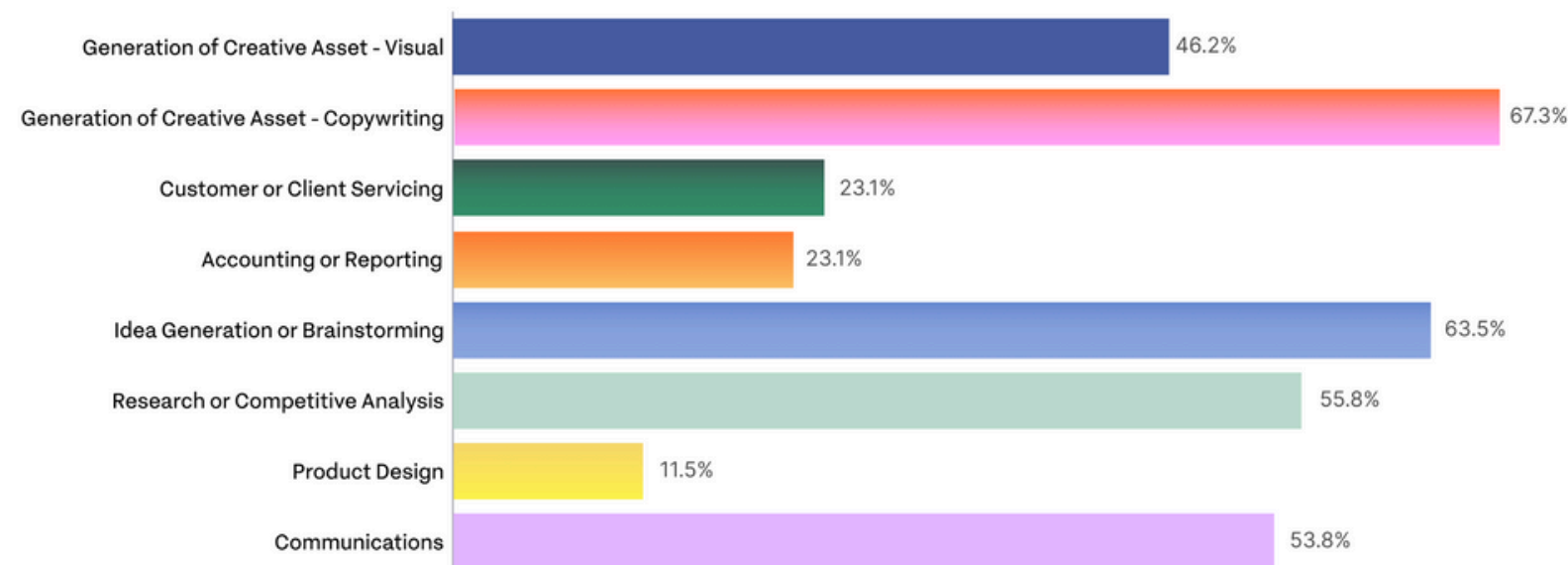
PIXELS VS. PEOPLE

The topic that has launched perhaps the most hot takes of all: Though AI has been around for decades, the recent rapid growth in the space started a general panic around whether humans were finally going to be replaced by the robots. The respondents reported back on whether AI tools have been adopted by their workplaces and what human impact (if any) they've seen so far.

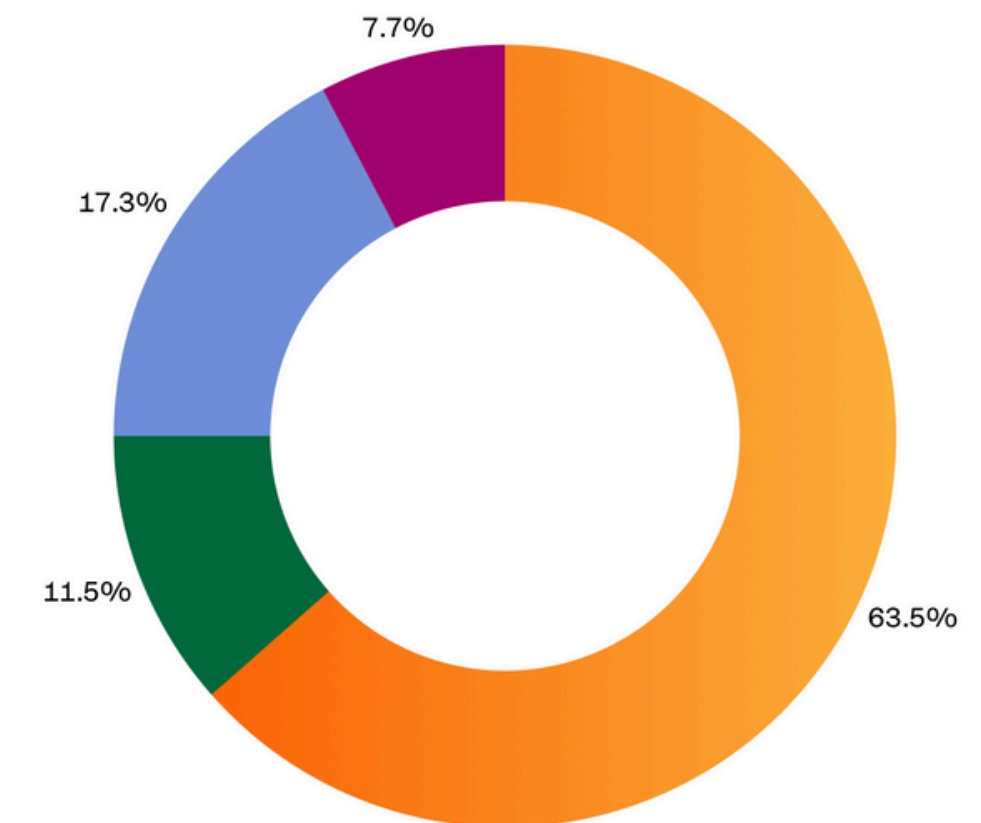
Has Your Organization Integrated AI Tools or Machine-Learning Technology Into Day-to-Day Operations?



In What Capacity is Your Organization Using AI?



Is AI Removing or Replacing the Need for Human-Occupied Roles?



- Yes, AI increased the need for people to manage the tools/functions
- Yes, AI has replaced or removed the need for a human-occupied role
- No, there is no difference
- I don't know

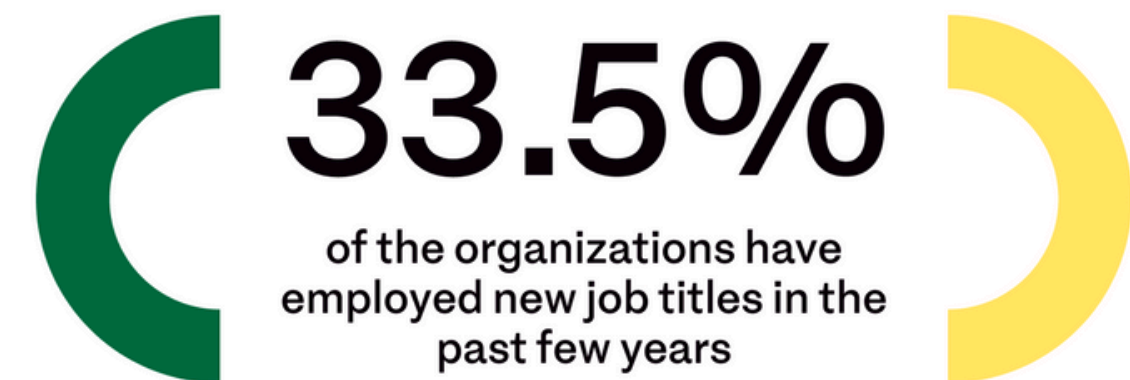
A TITLE WAVE

It's not just the tools that are evolving – entirely new job titles have emerged, reflective of the need to adapt to a rapidly shifting landscape. From handling AI integration to spearheading new strategic initiatives, organizations are creating positions that we hadn't even dreamed of a few short years ago.

Has Your Organization Created New Roles to Help Manage Emerging Tech?



Has Your Organization Employed Any New Job Titles in the Past Few Years?



What New Roles Have Been Created to to Help Manage Emerging Tech?

Digital Conversion & AI Specialist
AI Manager
Director of IT
Product Development Manager
AI Prompt Writer
AI Digital Management
Head of AI Systems and Process
AI Creative Director
Akamai Specialist
Digital Program Manager
Scrum Master
Digital Conversion & AI Specialist

Digital Coordinator
Generative AI Manager
VP of AI
Unreal Engine Artist
Broadcast Engineer
Motion Capture Specialist
Principal Big Data and AI Architect
Delivery Lead Big Data and AI
Generative AI Solution Lead
AI Expert
AI Integration Specialist
Search Compliance Officer

Other New Roles Created in the Past Few Years

Chief Growth Officer
Chief Experience Officer
Directors of Patient Experience
Fractional Director of Billing and Collections
Chief Business Development Officer
VP of Exclusive Excellence
VP, People and Organizational Belonging

Fractional CFO
Chief of Staff
Chief Video Strategist
Curious Minds Director
Growth Manager

CLOSING THE LOOP

Me again... feeling a little self conscious that my title is boring.



Now that you've seen the product of our exploration into the workspaces of our jurors, I wonder if you've taken away any new information or feel any differently about the state of our workforce? As for me, I was pleasantly surprised to see how many of our experts stated that they are hiring (or are planning to). Also notable was that cadre of net-new job titles being created to manage the shifting nature of our industry & to wrangle the tech about which we've been so suspicious.

I am so grateful to all of our Jurors who participated and who took the time to answer these important questions, with no shortage of extra lively and passionate discourse about the topics at-hand. We plan to check in periodically on this report and see how it all holds up.

You may have caught that a large number of our respondents are hiring leaders and, as mentioned, may have open roles. To that end, we kicked off an initiative on LinkedIn to connect those hyper-relevant roles to our very-qualified community members. I would be thrilled to help foster someone's connection to the role (or candidate) of their dreams.

Flip the page to find out more. See you soon on the AIVA LinkedIn Page! While you're there, let me know what you think about this report's findings and suggest what else you'd like us to explore in our follow up.

As ever,
Lauren



MAKING THE CONNECTIONS: MEET *THE WEEKLY S.O.W.*

This season, The Communicator Awards is honoring the importance of connection through outstanding marketing and communication. To strengthen community ties, the Academy of Interactive & Visual Arts is excited to introduce a new initiative – *The Weekly S.O.W.* This program aims to connect top-tier talent with relevant professional opportunities.

Follow the AIVA on LinkedIn to explore *The Weekly S.O.W.* – a curated list of open roles sourced directly from our Jurors' organizations.

FOLLOW THE AIVA LINKEDIN



THE 31ST ANNUAL



Are you a marketing, communications or creative professional producing excellent work?

The Early Entry Deadline is on November 8th.
Submit your work to take advantage of preferred early pricing.

ENTER NOW





CREDITS



Academy of Interactive & Visual Arts (AIVA) is an invitation-only body of top-tier professionals from acclaimed media, interactive, advertising, and marketing organizations like Walt Disney Studios, Groove Jones, PepsiCo, McCann Health NY, Netflix, IBM, Deloitte Digital, LG, and WONGDOODY among many others.

To learn more about the AIVA, visit aiva.org



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