

Profiling digital marketing professionals – a study on demanded skills

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Profiling digital marketing professionals – a study on demanded skills

Abstract

The marketing skillset desired by companies has been researched widely before but only a few of the studies focused on the digital marketing professions. The aim of the present paper is to identify the relevant competencies for future digital marketing specialists and to reveal new digital marketing professions. The study employs a mixed method of text mining and content analysis of marketing job postings from the largest job listing portal in Romania. Our results show that a general transferable soft skill set is demanded for all digital marketing positions, while specific knowledge and tools make the difference across the professions.