

2019 Role Delineation Study

Required skills, experience, and
education for digital marketers



New priorities make new requirements

The purpose of the OMCP RDS is to represent current practice ratios and skill requirements in digital marketing. The data is one of several used by OMCP to ensure that certification standards, exams, and competency guides are representative of what is in demand today. Over 800 colleges, universities, and training providers teach to OMCP standards to shape the skills of marketers entering the workforce.

This report is shared freely with participants and with qualified educators & training institutes upon request.

You are encouraged to share and present parts of the data provided here in public, online, and in your publications as long as you reference OMCP as the source of the data, and indicate the date of the survey. For example: [OMCP® 2019 Role Delineation Study](https://omcp.org) <https://omcp.org>

This edition represents the final report using data from 4,051 participants, collected via online survey between October 3, 2018 and January 18, 2019.

To those who participated, those who promoted the survey, those who plan to use the data, and to those who support OMCP, thank you.

-Michael Stebbins
CEO, OMCP

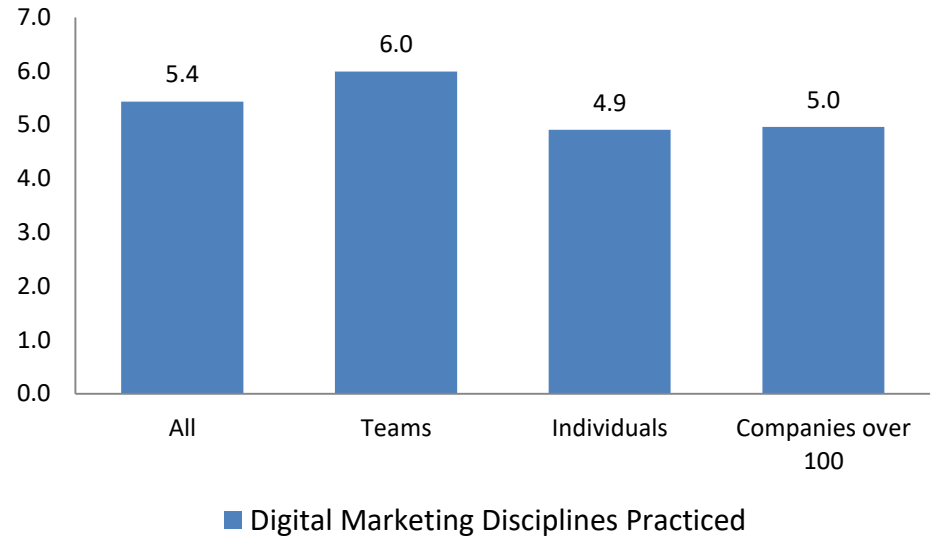
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One is not enough

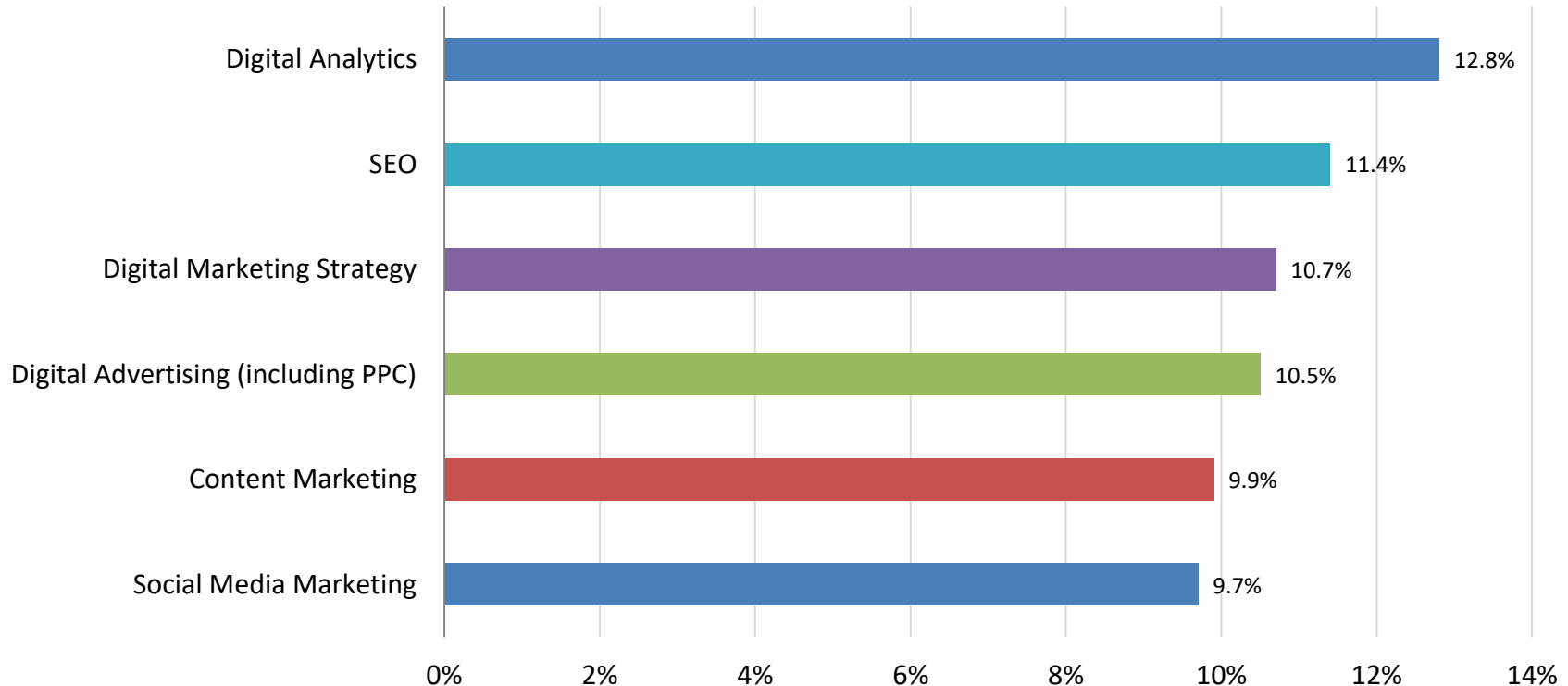
No more one-trick ponies.

Conceptual knowledge across five of the top eight disciplines is unanimously required. In addition, subject matter experts must master two or more disciplines to be recognized as a professional digital marketer.



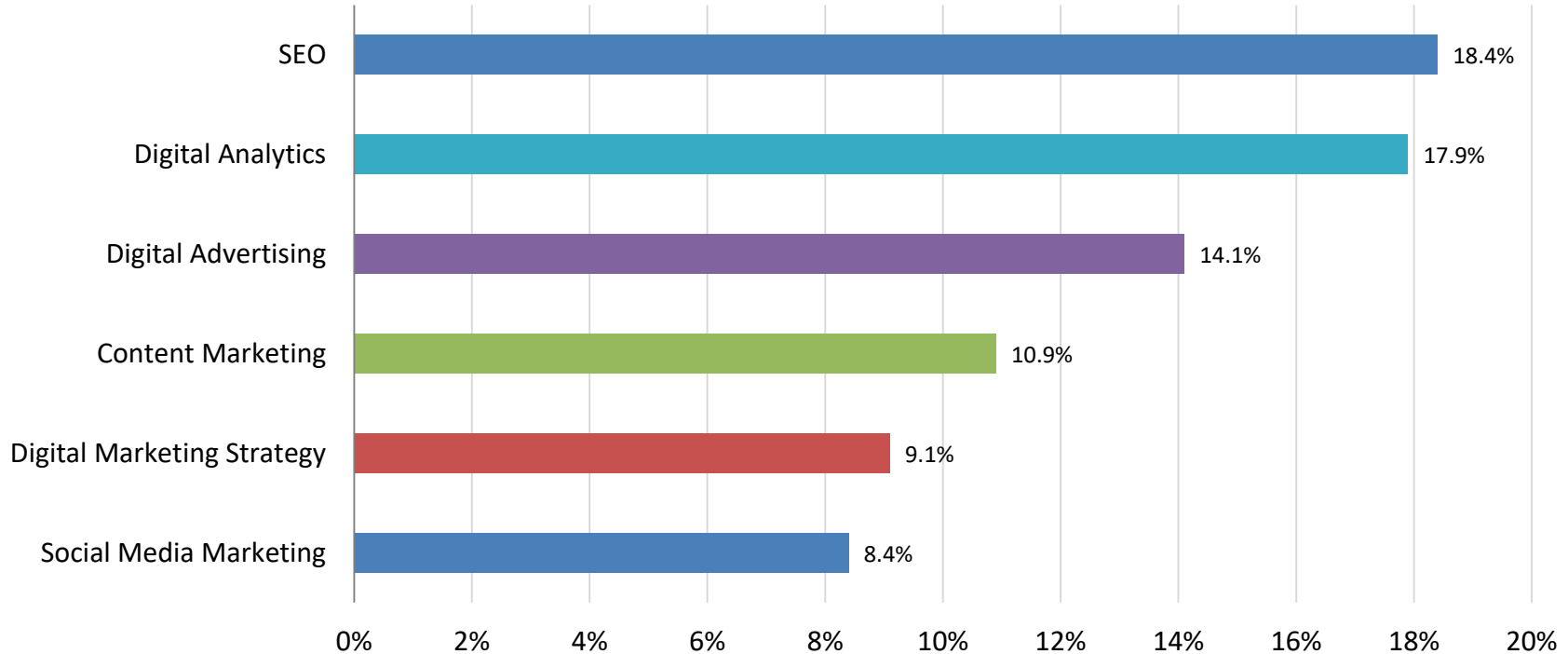
The top 6 skills practiced

Digital marketing skills required



Time investment top 6 skills

Percentage of hours in digital marketing practice



Degrees required

Experience required

86% of managers specify that 2+ years of marketing experience is required with 35% requiring five or more years. The majority also prefer four-year degree or greater for the OMCP professional certification. Surprisingly, there was near total consensus among group, individual, small and large companies represented.

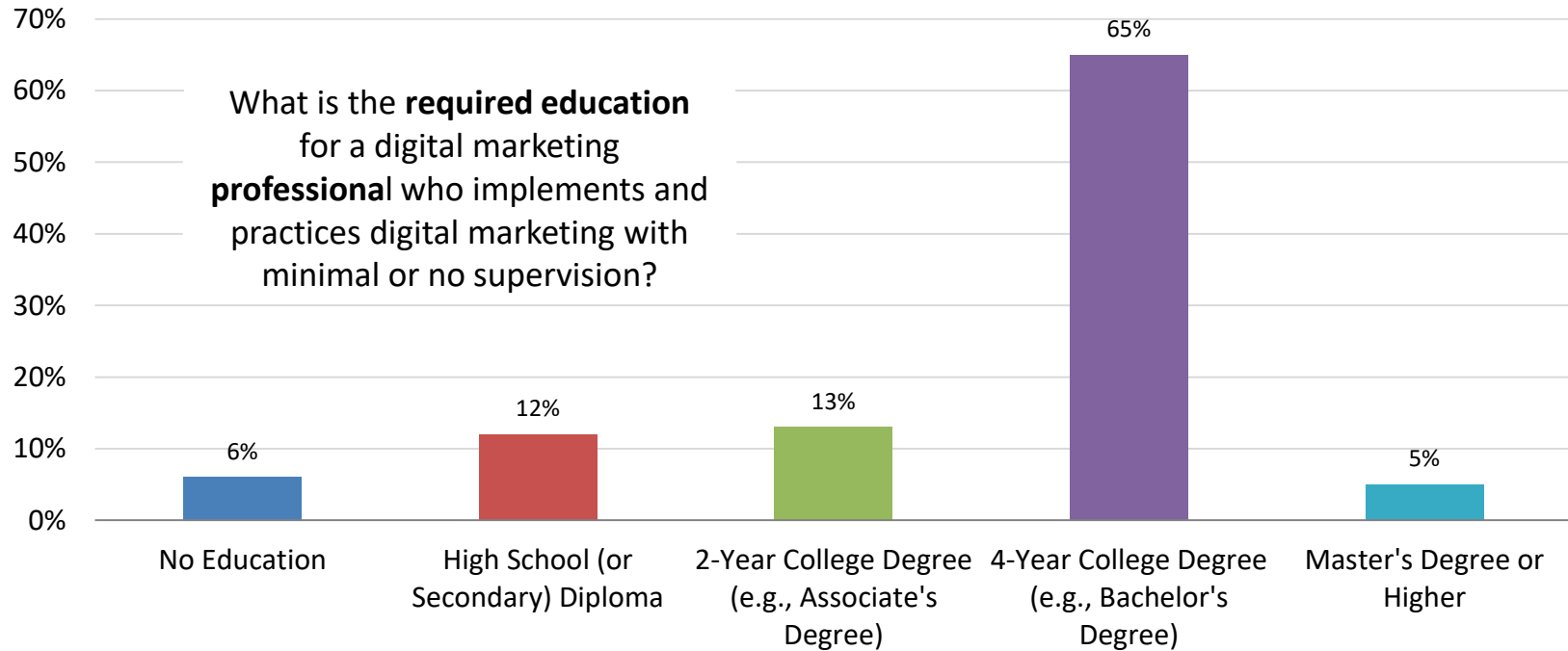
The survey polled for two practice levels:

An **associate** must communicate the concepts of digital marketing across five of the top nine disciplines. Practices at this level correspond with the OMCA certification and include managing marketers or agencies, setting digital marketing requirements, and selling digital marketing services.

The **professional** must practice two of the top nine disciplines on a weekly basis, with minimal to no supervision. Often a subject matter expert within an agency or in-house group, the discipline name is typically part of this person's title. This level corresponds with the OMCP level of certification.

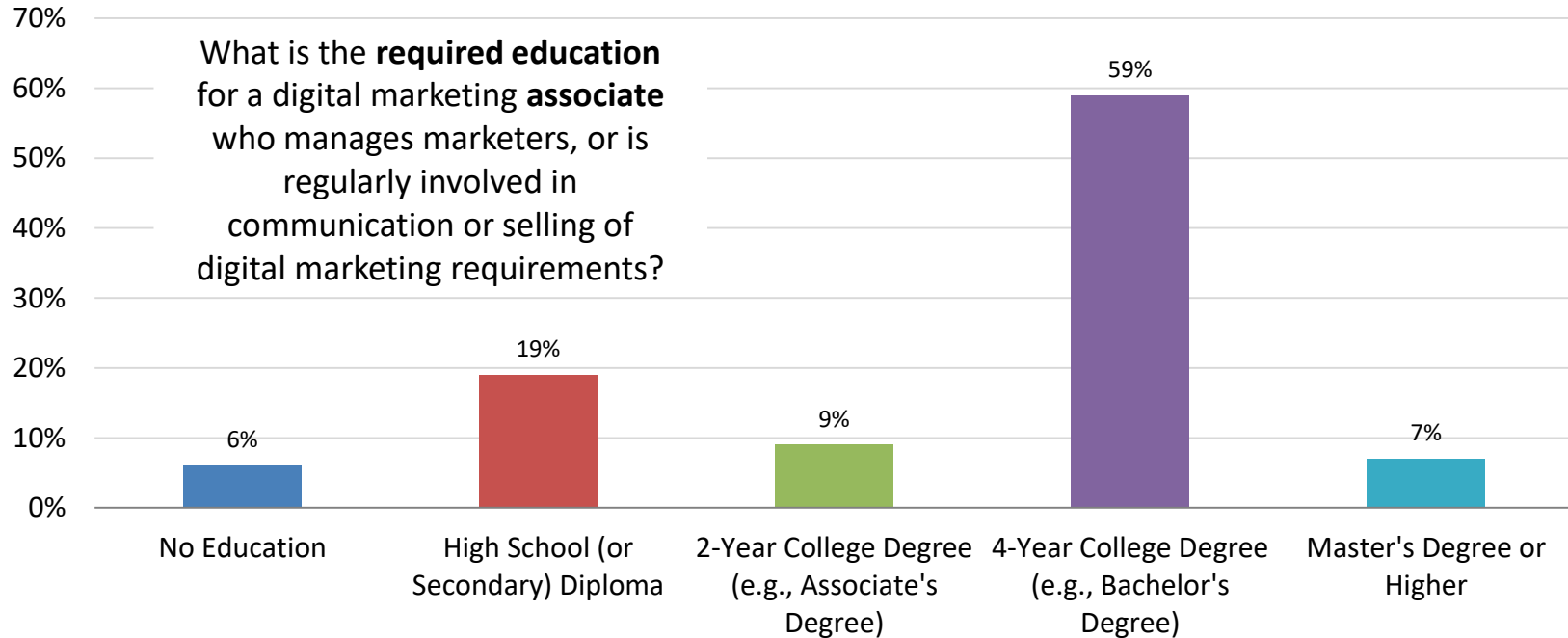
Education required for professional

Practices 2+ disciplines weekly



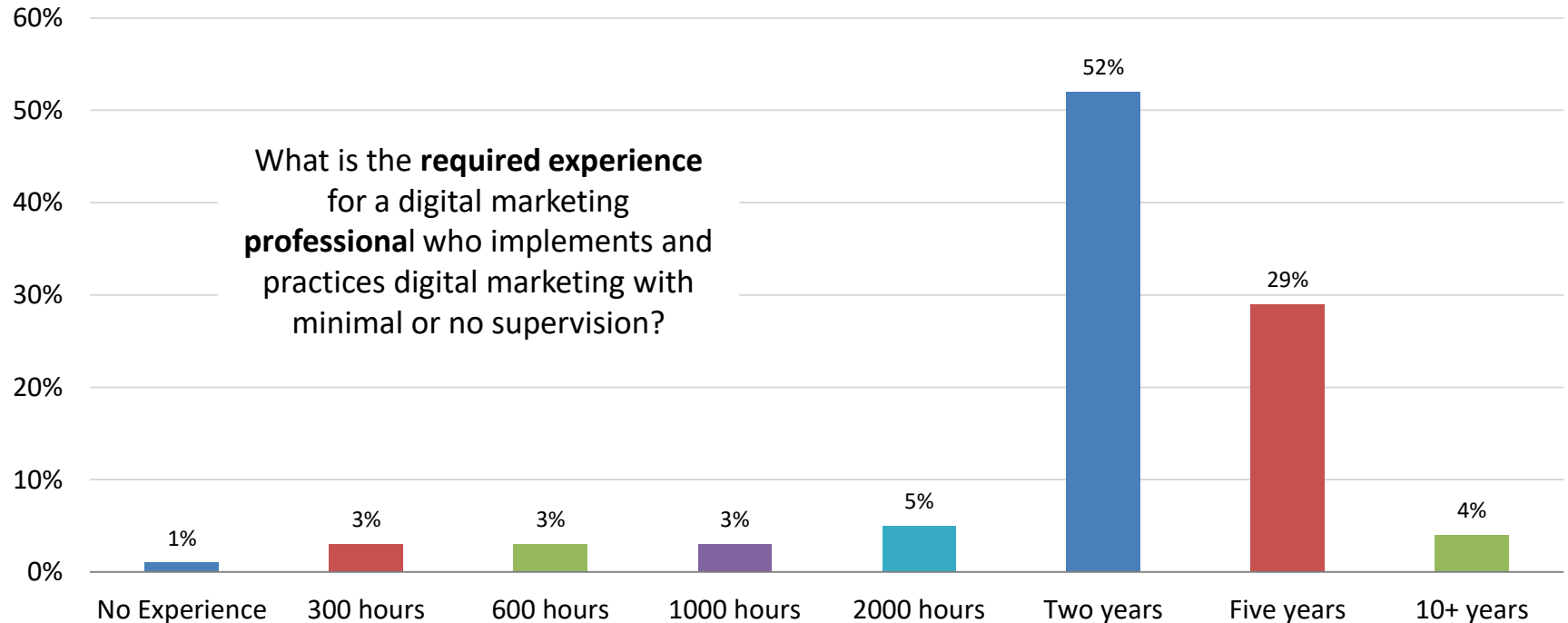
Education required for associate

Communicates digital marketing concepts & requirements



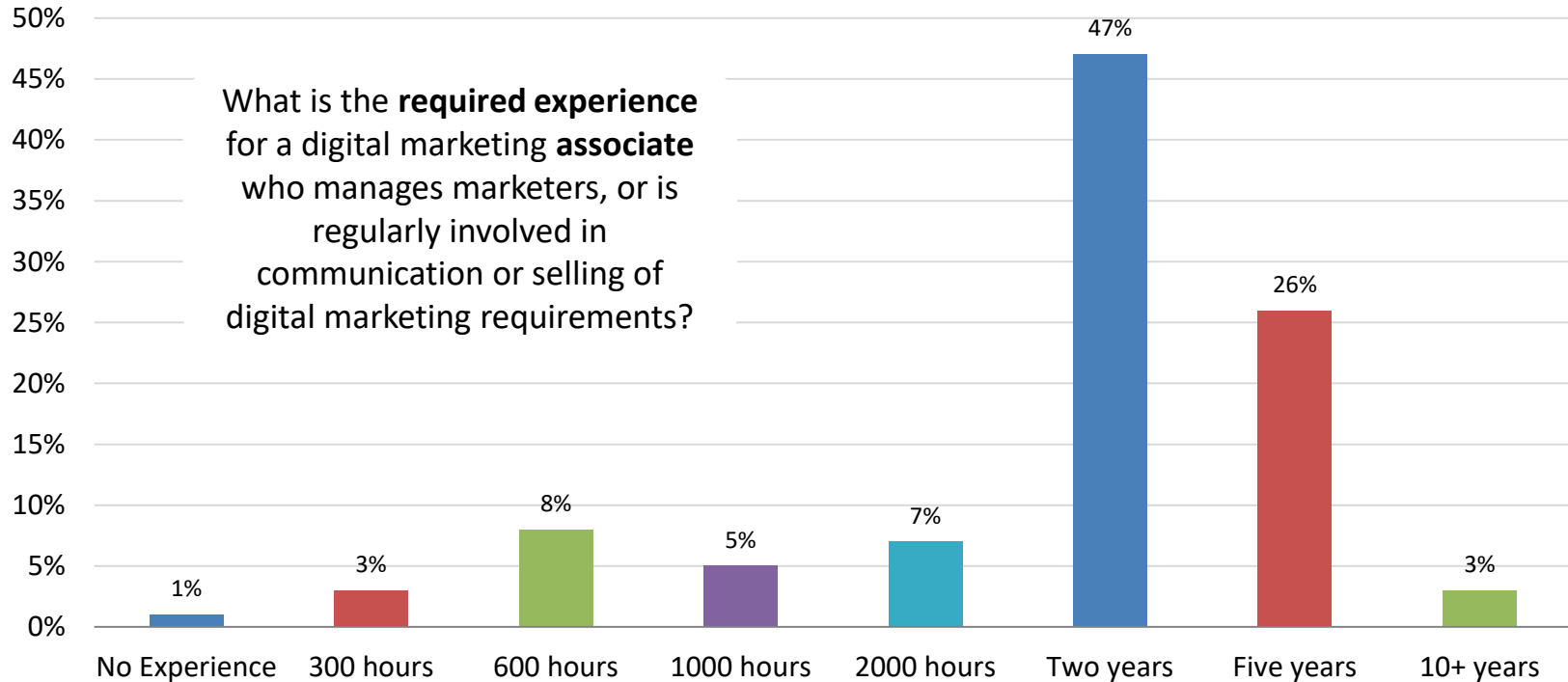
Experience required for professional

Practices 2+ disciplines weekly



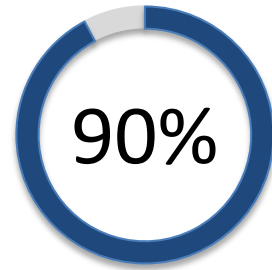
Experience required for associate

Communicates digital marketing concepts & requirements

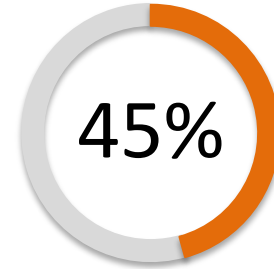


Training is the new competitive advantage

Now that the market can provide up-to-date digital marketing courses, training has become a competitive advantage for teams and individuals.



say at least 40 hours training is required



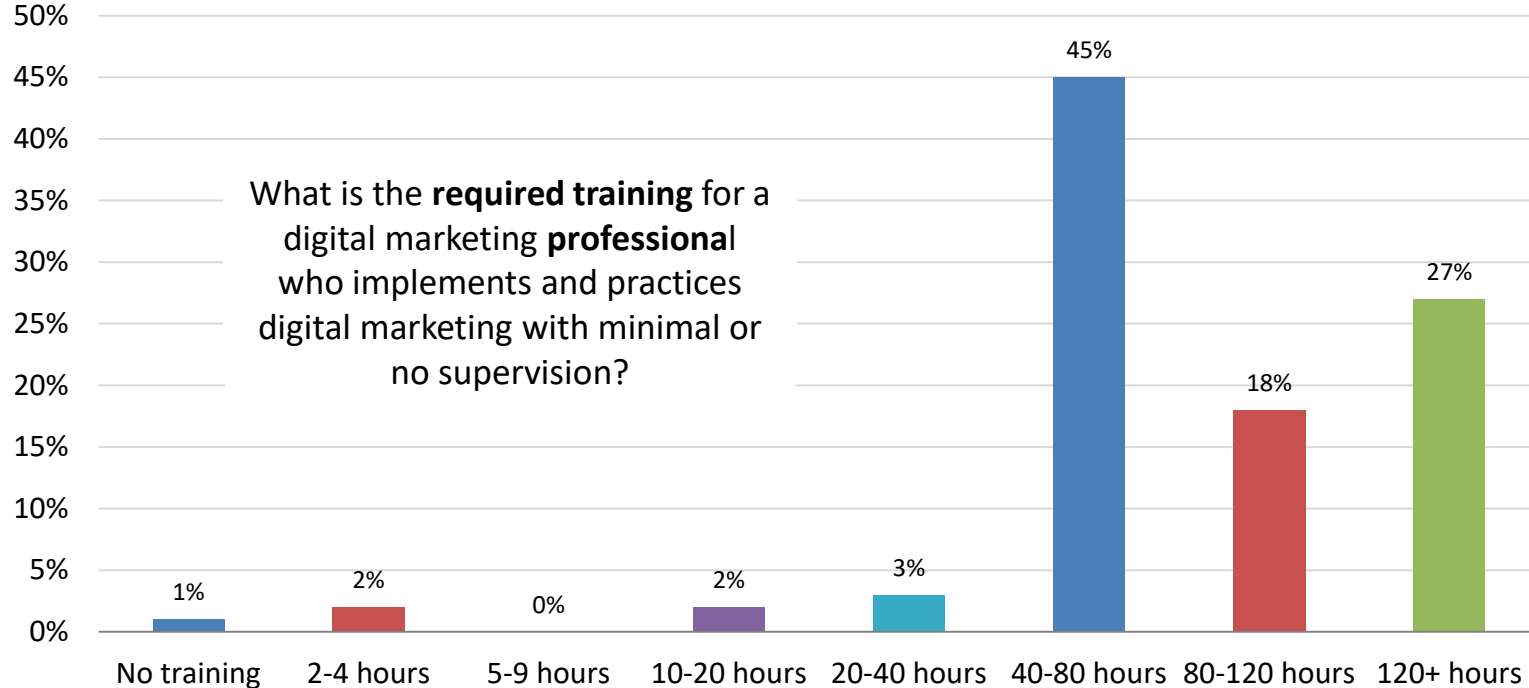
agree 80+ hours training is required

90% report at least 40 hours of training is required. 45% specify that 80+ hours is required.

27% specify that 120+ hours is the minimum for a practicing professional in digital marketing.

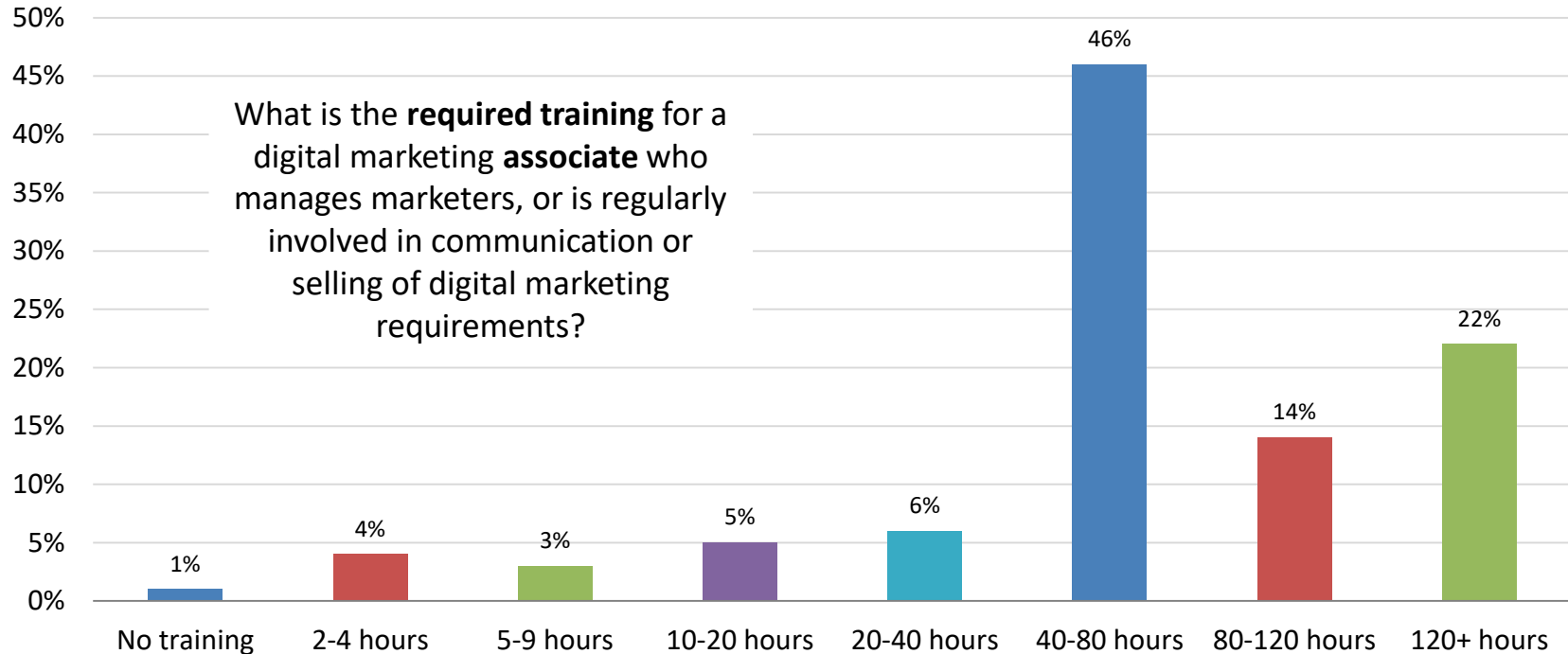
Training required for professional

Practices 2+ disciplines weekly



Training required for associate

Communicates digital marketing concepts & requirements



Consensus for small and large



Past studies have seen significant variation depending on company size, team or individual representation. The 2019 study shows consolidation in preferences among those identities.

For this study, participants self-identified as:

49% Company < 101 employees

51% Company 101+ employees

48% Representing self

52% Representing team

Of those representing a team:

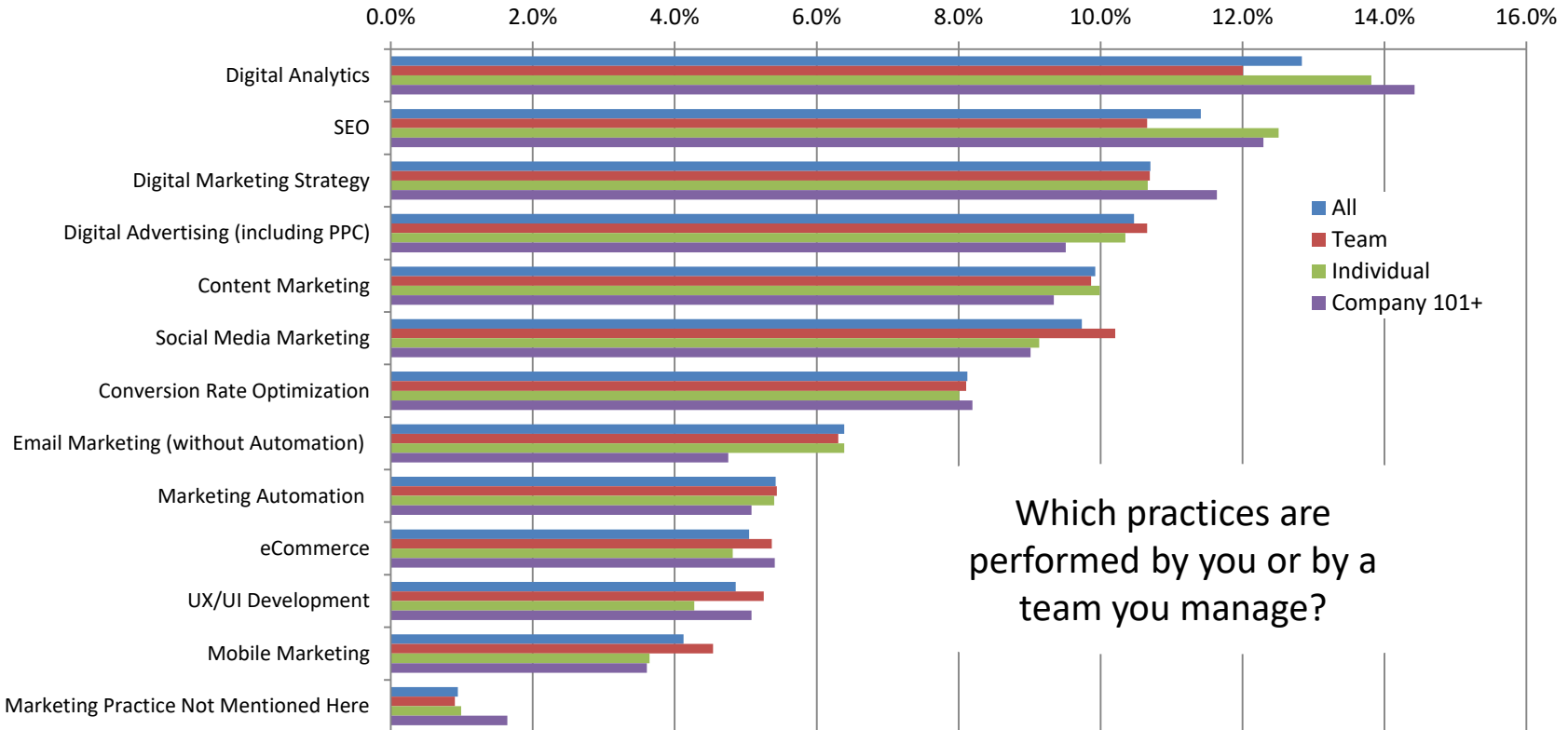
72% Represent teams < 20

27% Represent teams 21+

The following charts compares responses from all respondents, teams, individuals, and those at companies over 101 employees.

Segmented discipline practices

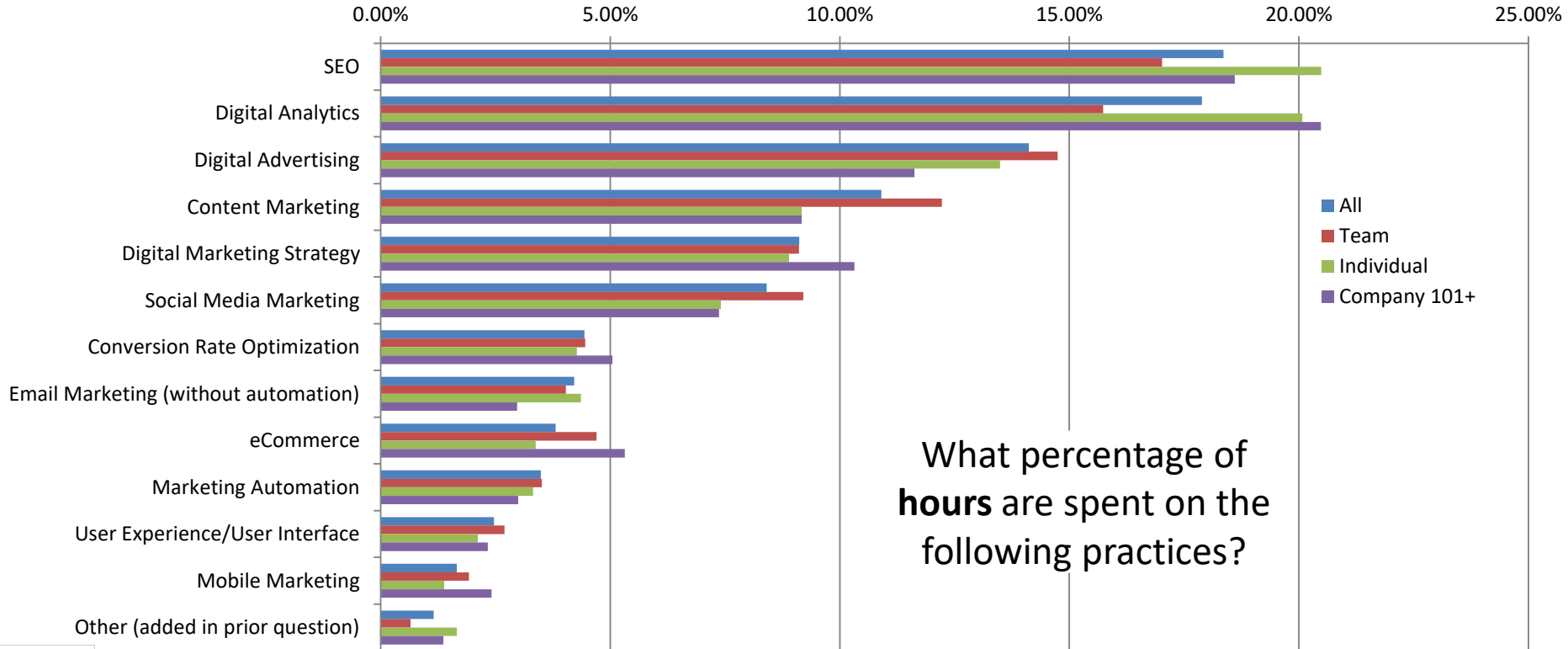
Compared to the average, larger companies show stronger investment in digital analytics and strategy with less priority on email marketing and content marketing.



Which practices are performed by you or by a team you manage?

Segmented discipline priorities

Larger companies list digital analytics as the highest investment.



What percentage of
hours are spent on the
following practices?

Test for readiness

Train to standards

Talent Development **Tip #1**

Gauge skills first through testing. Then decide on training that aligns with an industry standard.

Talent Development **Tip #2**

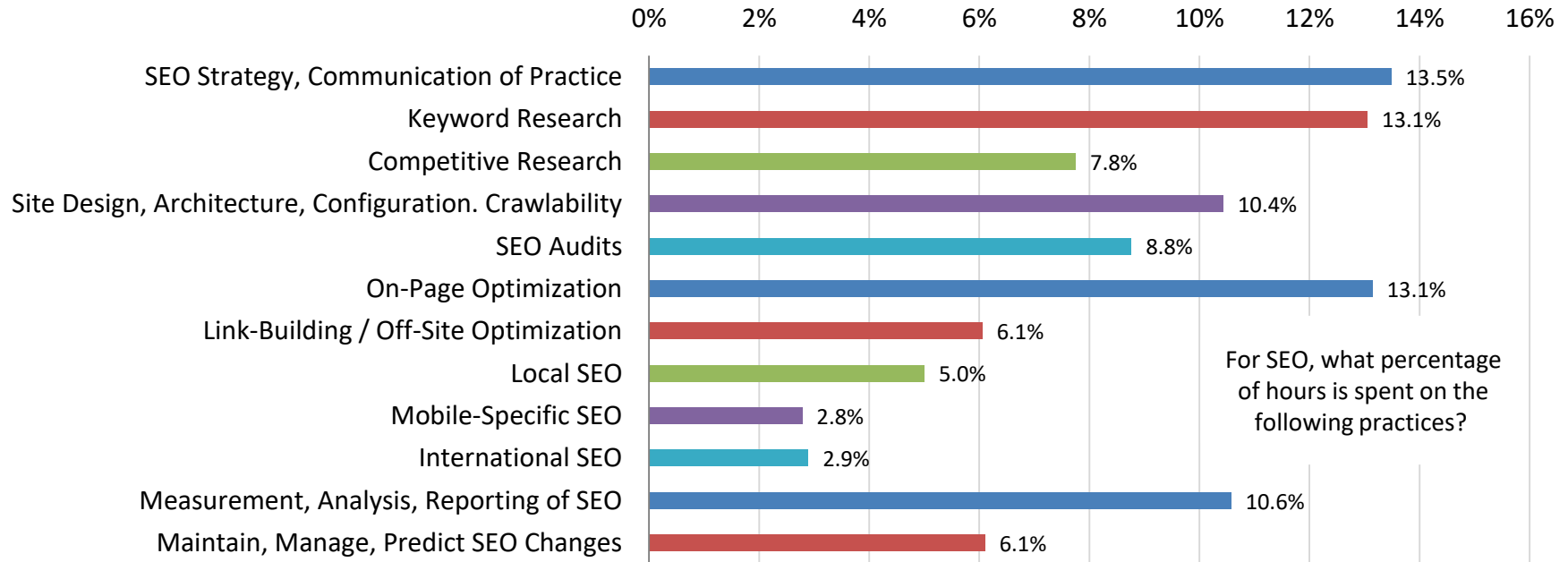
Choose or build courses that are a superset of industry standards. Industry standards are derived using input from surveyed hiring managers, experienced instructors, and peer-reviewed, practicing experts.

Talent Development **Tip #3**

Differentiate courses by 1) topical alignment, 2) adherence to standards, 3) access models, and 4) economics

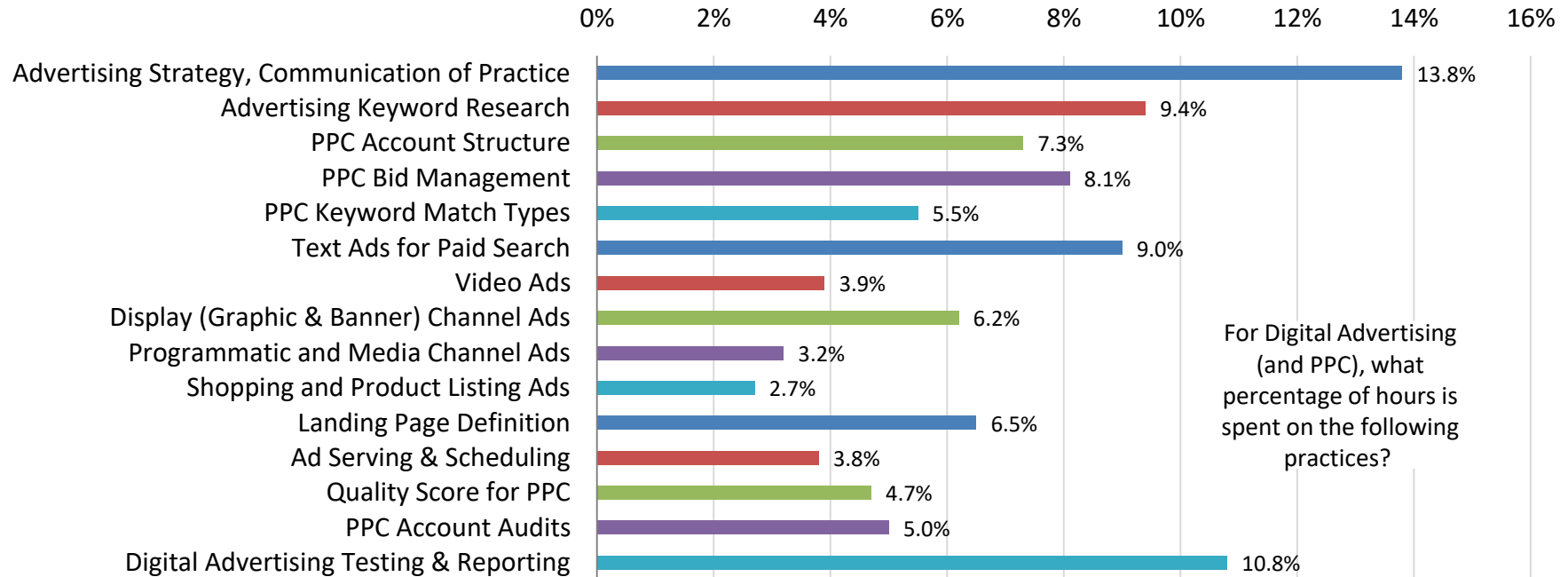
SEO priorities

Strategy, keyword research, and on-page optimization top the list



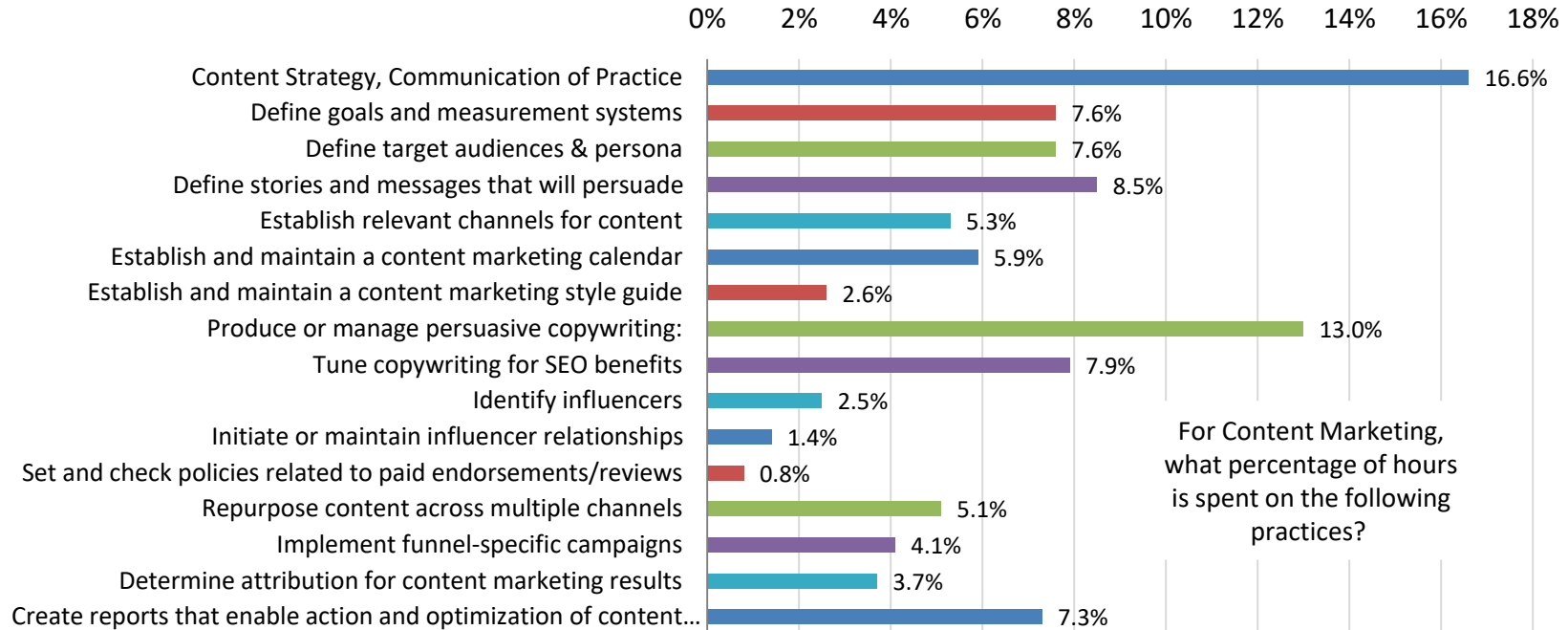
Digital advertising (&PPC) priorities

Communication of practice and reporting top the list



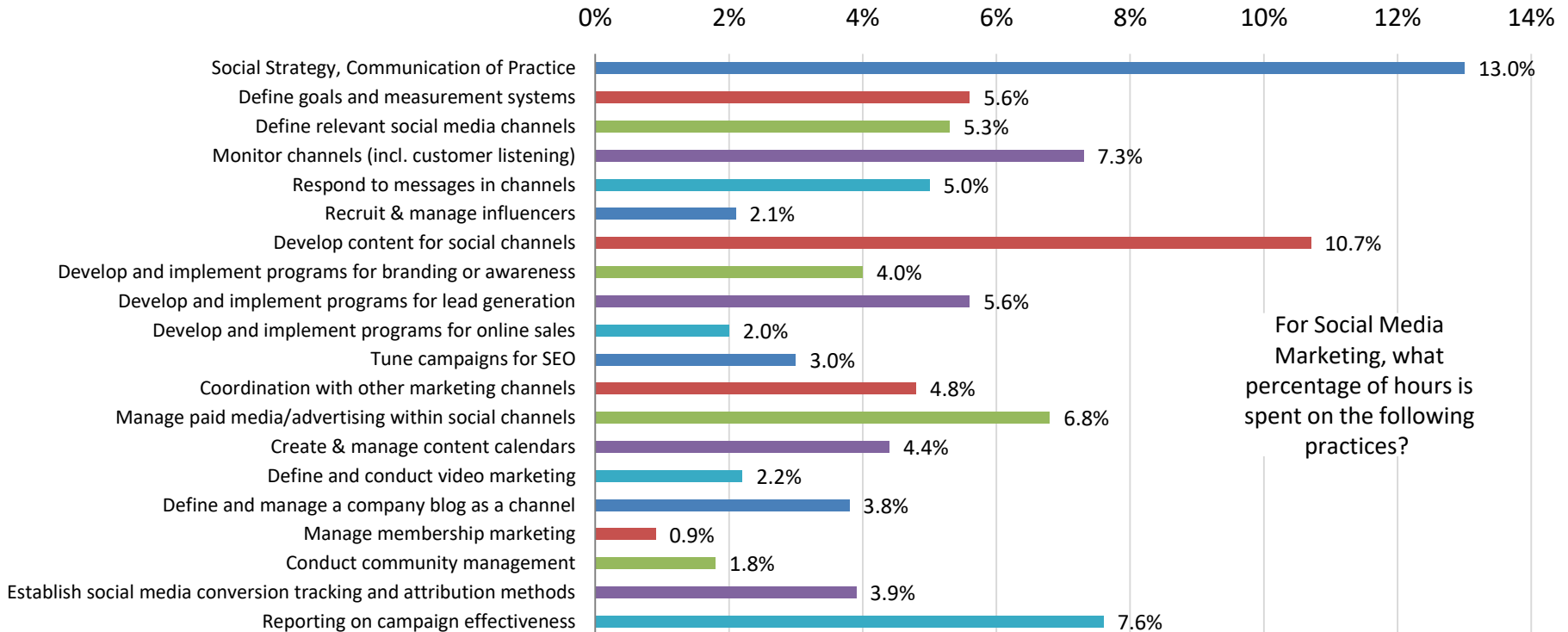
Content marketing priorities

Content strategy and copywriting top the list



Social media marketing priorities

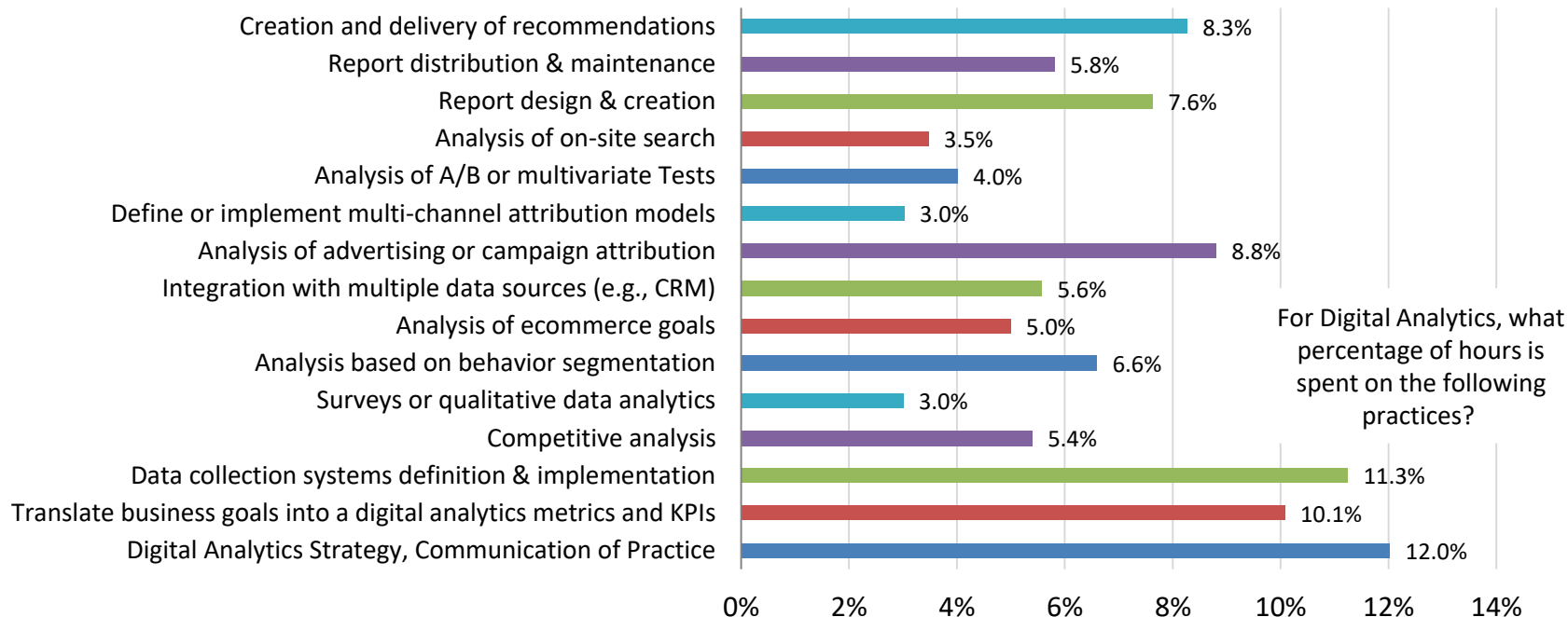
Communication of practice and content development top the list



For Social Media Marketing, what percentage of hours is spent on the following practices?

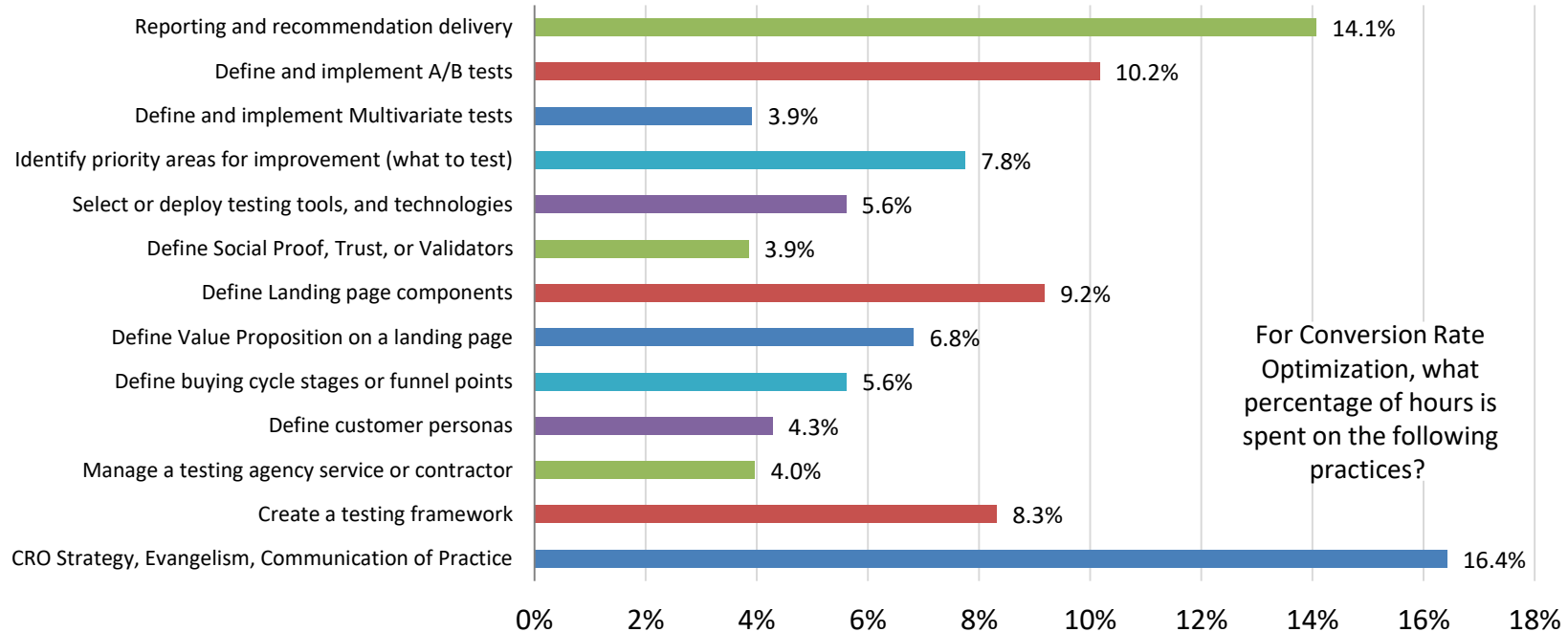
Digital analytics priorities

Strategy, communication of practice & data collection have the top investment



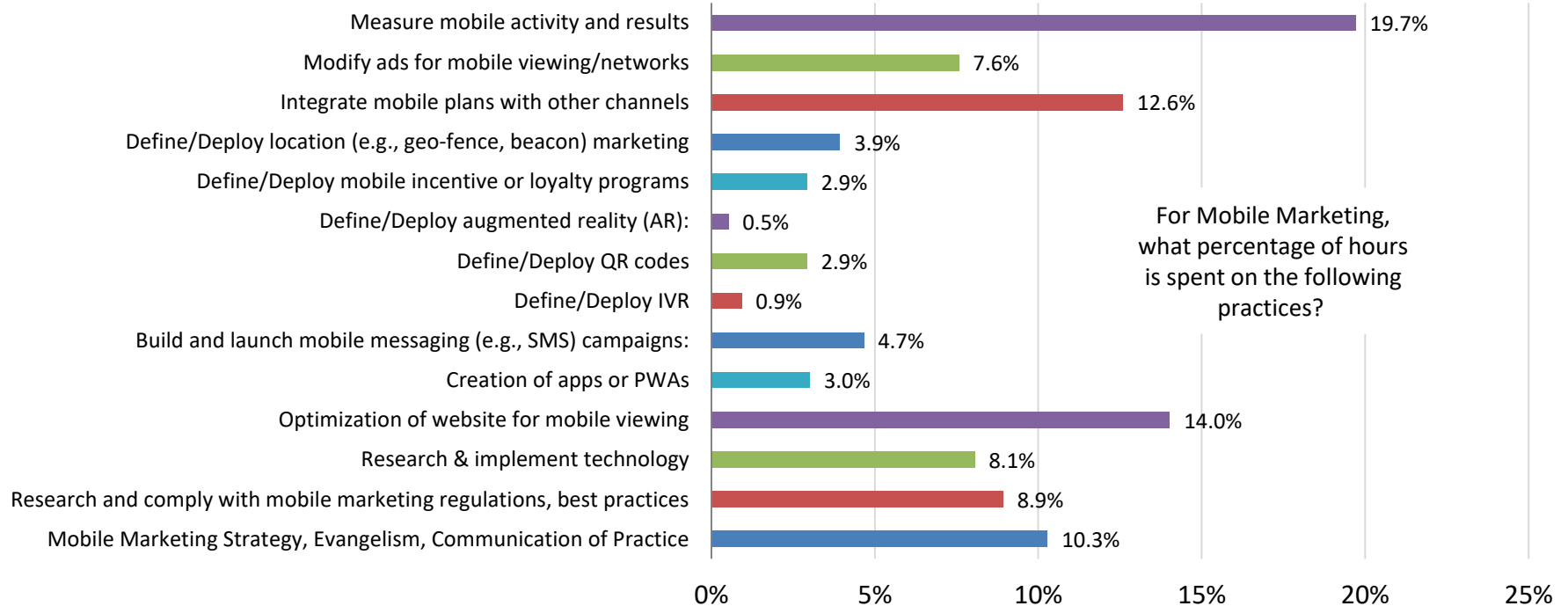
CRO priorities

Evangelism and reporting are top conversion rate optimization priorities



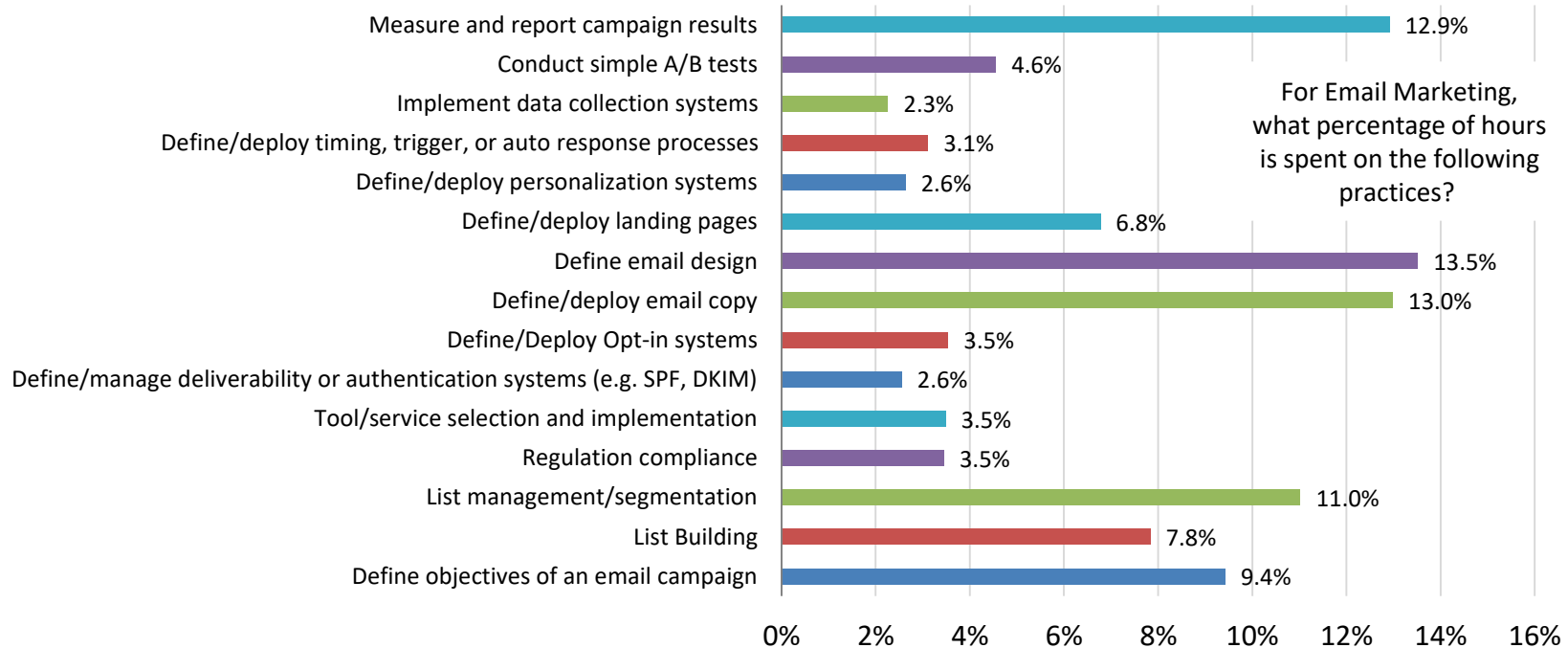
Mobile marketing priorities

Measurement and optimization of web sites for mobile top the list



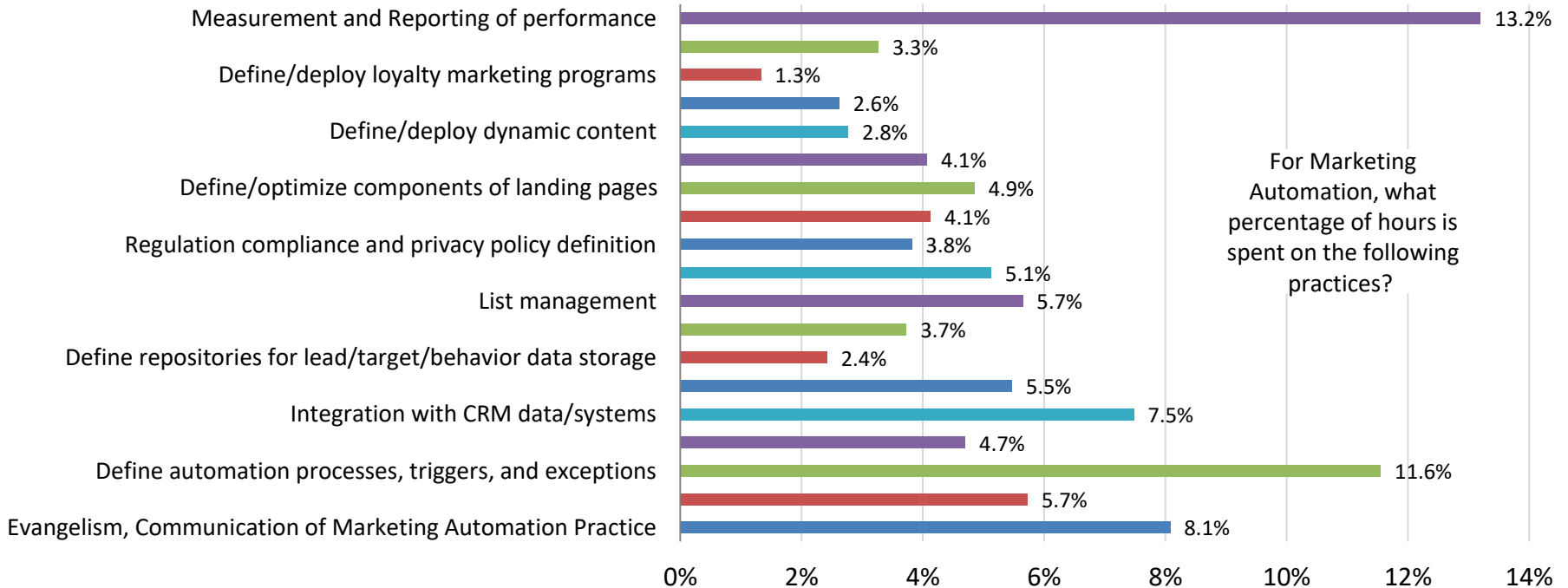
Email marketing priorities

Email design, content, and reporting top the list



Marketing automation priorities

Priorities are on reporting and process definition



Methods, write-in candidates, feedback

Feedback

OMCP welcomes feedback on the content of the survey from practitioners, authors, and educators. To submit feedback, email info@omcp.org. Qualified critics are often invited to volunteer or participate an OMCP committee or working group.

Write-Ins

Of 4,051 participants, only 45 wrote in disciplines not covered in the survey. Of those, only two appeared more than once:

1. Web Development
2. Sales Enablement

Methods

- 4,051 respondents participated via online survey from October 3, 2018 – January 18, 2019
- No payment was offered to any participant. Incentives included immediate data results and a promise of a copy of the report upon completion. Repeat sessions were not allowed.
- Participants self-qualified:
 - Representing team or self
 - Team size if representing a team (optional)
 - Company size
- Branching was used to reduce time investment. E.g., If participant did not indicate that SEO was practiced, no further questions on SEO priorities were presented.
- For practice priorities, sliders were used where total must equal 100%
- Education, experience and training were presented as 'single-choice' select.

To improve the standards, practices & education for online marketing

About OMCP

OMCP is an industry association that maintains the [OMCA™](#) and [OMCP® certification](#), [readiness tests](#), and competency standards used for digital marketing curriculum and employee evaluation.

OMCP requires a passing score on a proctored exam and verification of experience and education as requirements for certification. Registered Education Providers have been evaluated to strict standards and must maintain certified trainers on staff.

OMCP does not provide training. It is an independent standard, not tied to any one platform, training provider, agency or vendor.

As a result, over 800 colleges, universities, and training providers worldwide teach to OMCP standards. Over 50,000 have trained to the standard and hundreds of in-house programs are written from OMCP competency standards. The majority of Fortune 1,000 companies hire marketers and staff certified through OMCP.

If you would like to contribute to the standard, participate in OMCP initiatives, test or certify your staff, or receive assistance with your training programs, email OMCP at info@omcp.org or call US 415 798 2667 during business hours, US-Pacific time.

