
Work, Artificial Intelligence, and Marketing: What Skills Will We Need in 20

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In recent years, the **marketing** industry has undergone a **radical transformation** : today, one in two positions requires artificial intelligence skills. According to representatives from the agency *Digital Duke*, **the ability to use AI tools is no longer a plus, but an essential requirement** for those working in content creation, short videos, and promotional copy.

Veronika Klimova, owner of the digital talent management agency Marketlead.me, explains: *“Over the past twelve months, we’ve screened hundreds of marketing candidates and have seen a direct impact of artificial intelligence on entry-level positions. Approximately 20% of ads for junior copywriters and content managers have disappeared from job boards, as many copywriting roles are now handled by GPT.”*

And he continues, *“Today, half of job postings require advanced AI skills. Competition for each position has doubled: from eight candidates for each position before, there are now 17. By 2025, we expect both digital agencies and in-house teams to reduce the number of hires, relying instead on automated services for creating websites, advertising campaigns, and copy.”*

Denis Neglyad, founder of Digital Duke, **emphasizes the rapidity with which technology is evolving**: *“Many innovations that we consider established today—such as content factories, websites generated in minutes, and virtual avatars—appeared only in the past year.”*

The gap between **professionals who master AI and those who don’t continues to grow**. Across all 30 top marketing roles, *AI can improve performance and increase competitive opportunities*. Currently, **only about 10% of specialists possess advanced AI skills; the rest are limited to using chatbots like ChatGPT**, competing without making significant progress.

At the same time, **the value of the data needed to train intelligent agents is growing**: those who can integrate it across multiple companies *will be able to develop increasingly sophisticated proprietary tools*. By 2026, the ideal marketer will be similar to a product manager, capable of managing multiple AI agents and crafting a brand narrative.

Experts identify some key figures for the future of marketing:

- **Marketing Manager** : management and orchestration of AI agents, operating with no-code tools;
- **SMM and Content Creator** : automated content creation and trend monitoring;
- **Traffic Manager** : Massive generation and testing of creatives, with data analysis through

dedicated dashboards.

At the same time, the demand for **engineers specialized in artificial intelligence** will increase, capable of assembling agents that replicate the functions of specific employees, making the role increasingly strategic in modern marketing.

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