

SAMPLE REPORT — Marketing Manager
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TRANSFORMS

Your role will not disappear, but the parts you currently spend time on are shifting fast, and staying still is a genuine risk.

TASK BREAKDOWN

Writing briefs, campaign copy, and marketing communications

HIGH

already happening

AI tools already produce competent campaign copy and briefs, so if writing makes up a big part of your day, that time will shrink significantly in the near term.

Campaign performance reporting and data interpretation

HIGH

already happening

Automated dashboards and AI-generated performance summaries are already replacing the hours Marketing Managers used to spend pulling and writing up campaign reports.

Developing and owning the marketing strategy

LOW

5+ years out

Strategic decision-making about where to invest budget and how to position a brand still requires business judgment and organisational context that AI cannot replicate.

Managing agencies, freelancers, and cross-functional...

LOW

5+ years out

Coordinating agencies, freelancers, and internal teams is a human-relational task that AI can support with admin but cannot substitute.

Content planning, editorial calendars, and campaign ideation

MEDIUM

2-3 years

AI can now flood you with content ideas and fill out a calendar draft in minutes, but deciding what actually fits your brand and audience still requires your judgment.

YOUR CURRENT ROLE SALARY

Entry £65,527 · Mid £94,135 · Top £107,785+ (Senior range)

ALTERNATIVE CAREERS

UX Designer

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Your marketing background gives you strong user empathy, audience insight, and stakeholder communication skills that translate directly into UX practice.

Route: A part-time UX bootcamp (e.g. General Assembly, Springboard, or the Google UX Design Certificate on Coursera) completed alongside your current role, followed by building a portfolio of 3 case studies.

In-house digital product teams at UK retailers and financial services firms · Digital agencies such as Foolproof or Cyber-Duck · Public sector digital teams including NHS Digital and HMRC

Entry £33,155 · Mid £48,629 · Top £50,423+ (Senior range)

Marketing Analyst

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You already consume campaign data daily; moving into a dedicated analyst role deepens your most AI-resistant skill (strategic data interpretation) and adds formal rigour.

Route: Google Analytics 4 certification, a SQL basics course (Mode Analytics or Khan Academy), and a CIM Certificate in Marketing or similar formal qualification to add analytical credibility.

Large UK retailers with in-house analytics teams (e.g. Tesco, John Lewis) · Performance marketing agencies · SaaS and fintech scale-ups with growth teams

Entry £42,761 · Mid £54,647 · Top £59,422+ (Senior range)

Brand Manager

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This is a direct depth move: if you focus on brand strategy and positioning rather than campaign execution, you move away from the most automatable parts of marketing toward the most durable ones.

Route: CIM Chartered Marketer qualification or an IPA Excellence Diploma, combined with deliberately taking on brand-led projects in your current role to build a demonstrable portfolio of brand strategy work.

FMCG companies with established brand teams (e.g. Unilever, Diageo) · UK media and entertainment companies · Mid-to-large UK consumer brands with in-house marketing departments

Entry £39,676 · Mid £48,977 · Top £52,210+ (Senior range)

NEXT 90 DAYS

1. Audit your current working week by task type: list every recurring task and honestly flag which ones involve writing, reporting, or scheduling content. These are the tasks most likely to be handled by AI tools within your team within 12-18 months, and knowing their share of your time tells you how exposed you actually are.
2. Run your last three campaign briefs or reports through ChatGPT or Claude and compare the output to what you produced. This is not about deciding AI is better; it is about understanding exactly where your judgment adds value that the AI missed, because that gap is your professional defensibility.
3. Sign up for one structured analytics course this month, either Google Analytics 4 certification (free, takes 4-6 hours) or a SQL basics module on Mode Analytics (free). Marketing Analyst is the most direct adjacent pivot and a credible qualification here signals a deliberate move rather than a drift.
4. Research the CIM Chartered Marketer pathway or the IPA Excellence Diploma and identify whether your employer would fund it under a training budget. Both qualifications signal strategic seniority and are specifically associated with the Brand Manager route listed above, which is the most AI-resistant version of staying in marketing.

Your instinct to ask whether you should reskill is correct, but the answer is not to leave marketing entirely. The role is transforming around you, and the people who thrive will be those who explicitly shift their time toward strategy, brand judgment, and stakeholder influence while letting AI handle the execution layer. The risk is not that your job disappears in two years; the risk is that you keep spending 60 percent of your time on tasks that will be automated, and find yourself underqualified for the version of the role that remains.