

SAMPLE REPORT — Marketing Manager. This is a real, unedited example of what a £9.99 report contains. Get your own at [pekanga-risk-ai.vercel.app](https://pekanga-risk-ai.vercel.app).

## TRANSFORMS

**Your role will change significantly as AI absorbs execution tasks, but strong strategic and creative judgment keeps it viable if you evolve deliberately.**

**Task breakdown****Developing campaign strategy and positioning**

LOW

5+ years out

Strategy that depends on human judgment, organisational context, and market intuition remains genuinely hard for AI to replicate at the level clients and boards actually trust.

**Writing briefs, copy, and campaign messaging**

HIGH

already happening

Generative AI is already producing competent marketing copy in most categories, meaning the value in this task is shifting from writing to editing, briefing, and quality judgment.

**Reporting on campaign performance and producing dashboards**

HIGH

2-3 years

Automated reporting and AI-generated performance narratives are maturing fast, and the manual work of building dashboards and writing summaries is likely to shrink substantially within a few years.

**Managing agency and freelancer relationships**

LOW

5+ years out

Coordination, negotiation, and relationship management across agency and freelancer networks depend on social and contextual skills that AI tools do not meaningfully replicate today.

**Planning and managing marketing budgets**

MEDIUM

2-3 years

AI will increasingly assist with budget modelling and scenario planning, but the accountability and judgment involved in final allocation decisions is unlikely to be fully delegated to tools in the near term.

**Your current role salary**

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

**Alternative careers**

## UX Researcher

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Marketing Managers who spend significant time on audience insight, customer interviews, or persona development already have transferable skills in understanding user needs, and UX Research builds directly on that.

**Route:** Nielsen Norman Group UX Certificate or the BCS Foundation Certificate in User Experience, combined with a portfolio of research case studies, is a credible route in from a marketing background.

NHS Digital and other public sector digital teams • Consultancies such as Deloitte Digital or Capgemini • In-house product teams at UK fintechs and scale-ups

**Entry £41,906 · Mid £53,342 · Top £61,552+ (Senior range)**

## Brand Strategist

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A Marketing Manager with campaign and positioning experience is a natural fit for brand strategy, as the core skill of translating business objectives into audience-facing messages is directly transferable.

**Route:** The CIM Chartered Postgraduate Diploma with a brand strategy specialism, or a portfolio of documented positioning projects, is the most direct path; some move via senior in-house brand roles before going consultancy-side.

Brand consultancies such as Landor and Fitch or Wolff Olins • Large in-house brand teams at retailers or financial services firms • Integrated agencies with brand strategy practices

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

## Marketing Automation Specialist

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This doubles down on the parts of marketing that are growing rather than shrinking, and a manager with campaign and reporting experience can move into this specialism without a full career change.

**Route:** HubSpot Marketing Hub Certification and Salesforce Marketing Cloud Email Specialist certification are free or low-cost and widely recognised by UK employers; pair these with hands-on configuration experience in a current or freelance role.

B2B SaaS companies with inbound marketing functions • Marketing agencies with CRM and automation service lines • Large UK retailers and financial services firms with CRM teams

**Live salary data not yet available for this role**

**Next 90 days**

1. Audit your current week: list every recurring task and mark which ones involve judgment or relationships versus which ones involve producing content or compiling data. This tells you where your personal risk actually sits, not where the average Marketing Manager sits.
2. Run a real test with AI on your highest-volume execution tasks: take one brief, one report, and one piece of campaign copy and produce them using ChatGPT or Claude with detailed prompts. If the output needs only light editing, that task is already at risk and you should stop counting it as a core skill.
3. Get hands-on with one marketing automation platform: sign up for the free HubSpot Marketing Hub Certification at [academy.hubspot.com](https://academy.hubspot.com). It takes roughly 6 to 8 hours and directly supports the Marketing Automation Specialist pivot if you pursue it, while also making you more effective in your current role.
4. Book one informational conversation with someone working in UX Research or Brand Strategy in the UK, via LinkedIn. Ask specifically how they transitioned, what they wish they had done earlier, and what entry-level portfolio evidence actually gets interviews. One honest conversation beats ten hours of reading job descriptions.

Your instinct to ask about reskilling is right, but the honest answer is not that you need to escape marketing. It is that the execution layer of marketing is automating and the strategic, relational, and research-led layer is not. The risk is that many Marketing Managers will drift along doing AI-assisted execution without building genuine depth in the parts that remain valuable. The three alternatives above all keep you in adjacent territory while moving toward areas with more structural durability. Start with the audit and the HubSpot certification this week, since both cost nothing and give you real information to make decisions with.

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Pekanga provides general career guidance based on AI analysis and public labour market data. It is not regulated financial or careers advice, and does not replace a conversation with a qualified adviser for major decisions. This is a sample report; results are AI-generated and personalised to the exact role and context entered at [pekanga-risk-ai.vercel.app](https://pekanga-risk-ai.vercel.app). (c) Pekanga Ltd.