

Flexible Working Within the Marketing Industry



We reached out to our client and candidate network of marketing professionals to collect data on their experiences following the changes in how and where they work due to COVID-19.

We had over 100 survey respondents share with us how they see the **future ways of working** and have collated all these answers into the following report for our clients and candidates.

Key Findings

Only 27% of marketers are looking forward to going back to the office when restrictions lift

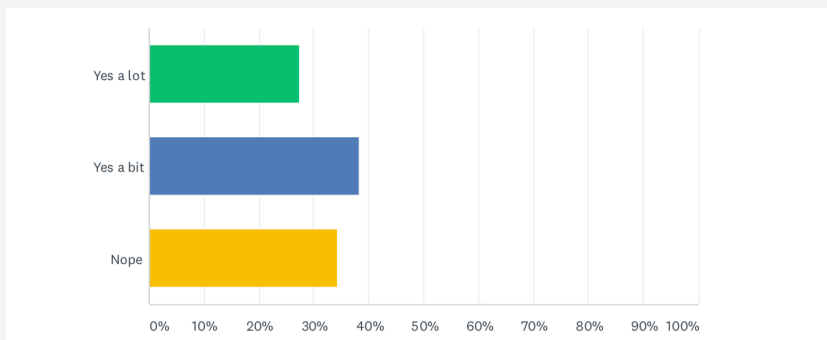
98% of marketers have experienced positive benefits while working from home

There are some downsides though, with 1 in 5 people experiencing loneliness and 1 in 10 mental health issues

86% of people are wanting a mix of working from home and the office going forward

79% of marketers already had some sort of flexible working options offered in their workplace

As restrictions are lifted, are you excited about working in the office again?



Only 27% of marketers are looking forward to going back to the office when restrictions lift

What positives have you experienced from this crisis?

ANSWER CHOICES	RESPONSES
More time in your day because you don't have to commute	84.31%
Exercising more	59.80%
More time with my family	54.90%
Getting more work done from home	50.00%
Eating more healthily	38.24%
More time with my pets	33.33%
Having the time to start or work on a hobby	29.41%
Feeling more strategic with my work	23.53%
Feeling more creative with my work	16.67%
Communicating better with colleagues than before	13.73%
I haven't experienced any positives	1.96%

- 98% of marketers have experienced positive benefits while working from home
- 84% of people are loving having more time in their day because they don't have to commute
- 60% are exercising more
- 55% of people are enjoying the extra time with their family



"As a marketer since working from home I've been able to successfully launch two national campaigns which included TVC, radio, print, digi etc. Zero reason why this can't be the norm."

"While I personally have enjoyed the work from home situation, one of the negatives is that some staff members are not as productive or motivated from home which impacts on the greater teams."

Have you experienced any negatives from this lockdown period?

ANSWER CHOICES	RESPONSES
I miss my work colleagues	49.02%
I miss the gym	34.31%
Less comfortable working from home than the office	23.53%
Loneliness	20.59%
Eating poorly	20.59%
Harder to get work done from home	18.63%
I haven't experienced any negatives	17.65%
Finding it hard to be creative	14.71%
Mental health issues	10.78%
Finding it hard to be strategic	7.84%

20% of people have experienced loneliness and 10% mental health issues, and this is likely to be underrepresented by people who might not be as open and willing to talk about mental health.



"The pandemic has made me realise that I am way more productive working from home. Being in a noise free environment with a proper setup has helped me to be more creative and strategic."

"Challenges with working from home were largely related to home schooling kids at the same time!"

In the future, would you prefer working with more flexibility?

ANSWER CHOICES	RESPONSES
I'd prefer to work full time in the office	0.00%
I'd prefer to work full time from home	6.86%
I'd prefer 3-4 days in the office and the rest from home	30.39%
I'd prefer 2-3 days in the office and the rest from home	55.88%
I'd prefer to work in the office but with flexible hours eg. start early/late and finish early/late	6.86%

Out of all the marketers we surveyed, no one wants to go back to full time work in the office! A survey in the tech industry showed 12% were still keen to get back into the office full time.

86% of people want a mix of working from home and the office with the flexibility of either 2-3 or 3-4 days in the office and the rest from home

Prior to COVID-19, which of the following flexible working options did your company offer?

ANSWER CHOICES	RESPONSES
Hours of work (eg. changes to start and finish times)	48.04%
Patterns of work (eg. split shifts or job sharing)	6.86%
Locations of work (eg. working from home)	49.02%
No flexible options	20.59%
Other (please specify)	17.65%

Other types of flexibility options offered:

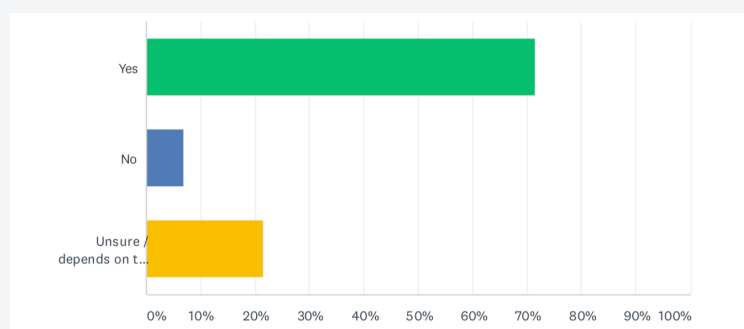
- Flexibility was only offered for parents
- Flexibility was dependant on your relationship with your manager rather than a company-wide culture or policy
- Staff feel like they couldn't utilise flexi time without feeling judged by the rest of the team

- 79% of marketers already had some sort of flexible working options offered
- 48% of people could choose flexible hours of working
- 49% had options of where they worked
- 20% had no flexible working options offered

"My observation is that we need to adjust our way of working... including the tech involved... in order to be effective moving forward. It has already improved since the start of the lockdown, but needs further improvement. Then it might be feasible to do this more long term."



Do you think flexible working will be a prerequisite of yours now for future jobs you consider?



71% of people agree flexible working will now be a prerequisite for future jobs

With the majority of marketers we surveyed saying flexible working is now a prerequisite, businesses need to adapt to continue attracting and retaining top talent

Summary of our findings

Overall, our survey results clearly indicate there is a demand for flexible working arrangements moving forward in the marketing industry.

With 91% of marketers saying flexible working will be a prerequisite when looking for jobs in the future, this is a stat that progressive companies shouldn't ignore when future-proofing their business and to attract and retain top talent.

Some challenges have been revealed though, including feelings of loneliness and mental health problems. How can businesses avoid these negatives while still offering flexible working arrangements?

The statistics say the ideal solution could be a mix of days in the office and days working from home, and using technology like video calls and instant messenger apps so people still feel connected to their colleagues.

Interestingly, some organisations are already showing ways of adapting to the new norm with Seek having recently updated their search function to include an option of 'Work from home'.



Thank you

We'd like to thank everyone who contributed to our survey on Flexible Working in the Marketing Industry. We hope you have taken away some valuable insights from reading this report.

Your opinions can help shape the marketing industry, and we want to be working together towards making positive changes for a more flexible workplace.

To continue the conversation, please reach out to one of our talent consultants today, we're always happy to have a chat.