



TALENT REPORT

B2B Marketing Talent Report 2025

What B2B marketers actually want from their next role — based on research with 1,200+ marketers and 450+ job postings.

The best B2B marketing candidates aren't just changing jobs — they're reshaping what they expect from employers. While companies compete on salary and benefits, top performers are making decisions based on entirely different criteria: challenging work that impacts revenue, modern marketing tools, and clear career growth. This report is based on research with over 1,200 marketers and analysis of 450+ job postings, and it shows what B2B marketers are actually looking for when they weigh up an opportunity.

29%

of professionals are actively job hunting in 2025

10–20%

projected growth in marketing analytics roles, 2022–2032

88%

of employees prioritise culture when choosing where to work

THE B2B MARKETER

Why B2B marketers think differently

B2B marketers work in a completely different world from consumer marketers. They deal with long sales cycles, multiple decision makers, and constant pressure to prove every pound spent generates revenue. They think about pipeline contribution rather than just brand awareness, understand account-based marketing, sales alignment and complex attribution models, and need to communicate comfortably with both technical buyers and C-suite executives.

The role demands specific technical skills too — CRM integration, marketing automation, ABM tools and attribution modelling — alongside the strategic thinking needed to understand business models and competitive positioning. With 29% of professionals actively job hunting in 2025, and marketing analytics roles growing 10–20% between 2022 and 2032, demand for people who can do all of that is only increasing.

The biggest skill gaps right now sit in digital marketing, data analysis, ROI measurement and data privacy compliance — all critical to B2B success, which makes candidates who already have them significantly more valuable, and harder to hold onto once you've got them.

Digital marketing

Data analysis

ROI measurement

Data privacy compliance

THE THREE CRITERIA

What candidates actually want

B2B marketers evaluate opportunities against three main criteria: intellectual challenge, technology sophistication and revenue impact visibility. They want roles that stretch their capabilities — complex buyer personas, sophisticated product portfolios, multi-touch attribution models. If a role involves repetitive tasks or basic campaign execution, senior candidates simply won't be interested.

Intellectual challenge

Technology sophistication

Revenue impact visibility

The intellectual challenge goes beyond campaign creation. B2B marketers want to solve problems like optimising conversion across long sales cycles, developing messaging that resonates with technical and business buyers simultaneously, and building measurement frameworks that accurately attribute revenue to marketing activity. They want to influence product positioning, contribute to pricing strategy discussions, and have input on market expansion decisions.

“The best candidates want to be strategic partners, not just campaign executors.”

Revenue visibility matters enormously. B2B marketers are motivated by being able to point to specific deals that resulted from their campaigns, which means employers need clear measurement frameworks and regular reporting on business impact — closed-loop reporting that shows marketing-influenced pipeline, velocity improvements and deal size impact. Without that visibility, even talented marketers struggle to demonstrate their value.

Technology is a dealbreaker, not a nice-to-have

Candidates evaluate potential employers based on their marketing technology stack. They want modern CRM systems, advanced marketing automation, ABM tools and robust analytics — basic email tools and spreadsheet tracking won't cut it. The expectation goes beyond simply having the right tools: candidates want organisations that invest in integration between systems, maintain clean data, and provide proper training on the platforms they use. Many have worked in environments with poor technology implementation before and are actively trying to avoid repeating that experience.



They also expect access to emerging technology — AI-powered content creation, predictive analytics platforms, advanced attribution modelling. Candidates read technology sophistication as a signal of how seriously an organisation takes marketing in the first place.

Sales alignment is non-negotiable

B2B marketers want evidence of strong collaboration between sales and marketing — shared goals, regular communication, mutual respect. Any hint of sales-marketing conflict puts them off. That alignment needs to be demonstrated, not just claimed: candidates look for joint planning sessions, shared metrics, regular feedback loops and collaborative problem-solving, and they're particularly interested in how lead handoff works and how marketing qualified leads are defined and managed.

The best B2B marketers also want exposure to customer success and product teams, because they understand that effective B2B marketing needs deep product knowledge and customer insight. Organisations that actively facilitate these cross-functional

relationships are more attractive to top candidates — and with 43% of marketers predicting AI will become critical within five years, candidates increasingly expect to work in data-rich environments where they can put advanced analytics and emerging technology to use.

- Integration between systems and clean, trustworthy data — not just the tools themselves
- Access to emerging technology: AI-powered content creation, predictive analytics, advanced attribution
- Evidence of real sales-marketing alignment — shared goals, regular communication, mutual respect

THE PACKAGE

Compensation, culture and career growth

Compensation varies significantly by role complexity and industry. Content marketers average £89,513, but B2B specialists typically earn more because of the technical complexity involved. Many B2B marketers now expect performance-based compensation tied to business outcomes — bonuses linked to pipeline contribution or revenue attribution — which appeals to results-oriented professionals confident in their own abilities. Professional development investment is expected too: conferences, certifications and training on new technologies, because B2B marketing evolves so rapidly.

Culture matters more than you might think — 88% of employees prioritise culture when choosing where to work, and B2B candidates specifically want cultures that celebrate results and provide clear success metrics. They appreciate intellectual rigour and colleagues who can engage in sophisticated discussions about business models and market dynamics, and they see cross-functional collaboration as essential, with shared accountability across sales, product and customer success.

What's shaping B2B marketing hiring right now

Figures cited in this report

Actively job hunting in 2025

29%

Prioritise culture when choosing an employer

88%

Predict AI will be critical within 5 years

43%

Prefer hybrid roles

48%

Each figure describes a different group — professionals, employees, marketers and job seekers — so the bars aren't a single survey.

HYBRID & PROGRESSION

Flexibility and career growth

48% of job seekers prefer hybrid roles, but B2B marketing has its own requirements on top of that — flexibility around client meetings and sales support, while still maintaining the capacity to do strategic work remotely. That means sophisticated collaboration tools, CRM access and marketing automation platforms wherever they're working, and employers providing proper technology infrastructure to support it.

Career development is crucial precisely because B2B marketing evolves so fast, and candidates want employers who'll help them close the skill gaps that matter most — digital marketing, data analysis, ROI measurement, data privacy compliance. ABM expertise is increasingly important too, as account-based marketing becomes central to B2B strategy, and candidates want to develop real expertise in ABM platforms and execution rather than a passing familiarity.

B2B marketing offers a genuine choice of career path. Some candidates prefer to specialise — marketing operations, demand generation — while others want broad general management skills, and the employers who do best offer both routes rather than forcing one. A good number aspire to revenue leadership roles overseeing both marketing

and sales, and actively want exposure to sales processes and revenue operations to get there.

GHOSTING

Why candidates disappear



of recruiters report being ghosted by candidates.

In B2B recruitment, ghosting is particularly costly given how specialised these roles are and how competitive the talent market is. There are specific, identifiable causes. Role clarity is often the root issue — B2B marketing roles are complex, with multiple stakeholders, and when job descriptions are vague or interview processes don't explain expectations clearly, candidates disappear rather than have a difficult conversation.

Sales team dynamics matter enormously too. B2B marketers are sensitive to sales-marketing alignment issues, and if they sense tension during interviews, they'll withdraw without explanation. Technology stack concerns drive ghosting as well — if candidates discover outdated or inadequate marketing technology, they don't want to waste time fighting poor tools when they could go and drive results somewhere else.

In specialised industries like technology and financial services, each lost candidate represents a significant investment of time and resource — the technical expertise required and the longer replacement timelines make ghosting especially disruptive. It doesn't help that B2B marketing professionals often have multiple opportunities on the go simultaneously: they may accept an offer but keep interviewing, and ghost if something better comes along.



Clear communication helps prevent ghosting. Structured processes with regular updates, clear timelines, and stakeholder involvement demonstrate professionalism and respect for candidates' time.

WARNING SIGNS

Red flags that kill your chances

B2B marketing candidates are particularly sensitive to certain warning signs. Sales-marketing misalignment is the biggest one — any indication of conflict between teams, separate goals, poor communication or blame-shifting will put off B2B candidates immediately. Outdated technology is another: basic CRM systems, simple email tools or a lack of marketing automation signal that the organisation doesn't understand modern B2B marketing requirements.

Unclear ROI measurement is a major deterrent — vague success metrics or a lack of attribution capability signal problems to candidates who are used to being measured properly. Product complexity without support makes roles much harder too, since B2B products are often complex and marketers need support from product management and sales engineering to do the job well.

Process matters as much as substance. Lengthy hiring processes without clear timelines cause candidates to lose interest and accept other offers — B2B sales cycles are long, but hiring processes shouldn't be. Missing stakeholder involvement signals poor relationships internally: if key people like sales leadership or product management aren't involved in interviews, it suggests weak cross-functional collaboration.

Sales-marketing misalignment · #1

Outdated technology

Unclear ROI measurement

Product complexity without support

Lengthy hiring processes

Missing stakeholder involvement

Certain language in job postings has become a red flag in its own right — and missing salary information is the biggest one of all, with "competitive salary" and no specifics read as code for below-market pay.

- "Work hard, play hard" signals lack of boundaries
- "Family atmosphere" often means guilt-tripping about work-life balance
- "Fast-paced environment" without context usually means chaos
- Missing salary information is the biggest job posting red flag — "competitive salary" without specifics suggests below-market compensation

FOR HIRING MANAGERS

How to attract top B2B marketing talent

None of this is complicated to fix, but it does take deliberate effort. Job descriptions should emphasise business impact, including specific metrics like pipeline contribution targets or revenue attribution goals — it's the fastest way to show you understand what B2B marketers actually care about.

Before your next B2B marketing hire, tick these off:

- ☐ List your marketing technology stack clearly — CRM, marketing automation, analytics tools, specialised B2B software like ABM platforms — so candidates can evaluate whether they want to work with your tools
- ☐ Explain sales collaboration processes, including shared goals and communication cadence, to demonstrate the collaborative environment candidates want
- ☐ Include sales leadership in interviews — it shows sales-marketing alignment and lets you assess candidates' collaboration abilities at the same time
- ☐ Use practical assessments of B2B marketing skills — campaign planning, ROI calculation, technology proficiency — to confirm candidates have the capabilities they claim

- ☐ Discuss real B2B marketing challenges as case studies, letting candidates demonstrate strategic thinking and problem-solving while showing them the type of work they'd actually be doing
- ☐ Provide comprehensive onboarding covering sales processes, buyer personas and the competitive landscape, plus proper technology training on CRM integration and marketing automation
- ☐ Facilitate cross-functional introductions early, helping new hires build relationships with sales, product and customer success from day one
- ☐ Be transparent about compensation — include salary ranges and explain any performance-based elements, so you attract genuinely interested candidates in the right range

LOOKING AHEAD

What's coming next in B2B marketing talent

AI integration is accelerating rapidly. B2B marketing is adopting AI for content generation, lead scoring and predictive analytics, and candidates increasingly expect to work with AI-powered tools and want skill development opportunities to go with them. Revenue operations is becoming more central too, as the lines between marketing, sales and customer success blur — B2B marketing candidates want exposure to that broader revenue perspective rather than staying siloed in a marketing function.

Account-based approaches are expanding beyond marketing into sales development, customer success and product development, with ABM principles being applied across entire revenue teams — candidates want to work for organisations taking that holistic, account-based view. Skills development investment will become a key differentiator: organisations that invest in continuous learning for their B2B marketing teams will have an advantage in both retention and attraction, and staying current with a modern, integrated technology stack will be crucial for attracting top talent as measurement sophistication keeps increasing.

Competition for B2B marketing talent will only intensify. Organisations that understand what these professionals actually want — intellectual challenge, sophisticated tools, clear business impact and growth opportunities — will succeed. This isn't about offering the highest salary or the best perks; it's about creating environments where talented B2B marketers can do their best work and see a direct impact on business outcomes.

B2B marketing candidates are sophisticated evaluators. They can quickly identify organisations that truly understand modern B2B marketing versus those just going through the motions — the ones investing in marketing technology, measuring results properly, and maintaining strong sales-marketing alignment. For hiring managers, the message is clear: understand your candidates' unique needs, be transparent about opportunities and challenges, and focus on building genuine relationships rather than just filling positions.

FINAL WORD

The Final Word

Cycles always come round, eventually. The B2B marketing talent market has changed — and fast. Competitive salaries and standard perks no longer guarantee you'll attract the best candidates. Today's top marketers act like savvy buyers: they evaluate your technology stack, probe your sales-marketing alignment, and measure whether your company can offer real growth and meaningful challenges.

Winning hiring managers know that recruitment is marketing. You're not just filling a role — you're selling a vision of a career, a chance to make an impact, and a place where talent thrives. The best B2B marketers want more than the highest offer — they want organisations that invest in modern tools, embrace forward-thinking marketing, and let them directly influence revenue.

“Hiring the right marketer isn't just about filling a role — it's a competitive advantage that can drive millions in pipeline and revenue.”

If you communicate this clearly and authentically — in job descriptions, interviews and company culture — top talent will choose you, even over seemingly "better" offers. Yes, getting it right takes time and effort, but the cost of getting it wrong is far greater. The choice is yours: evolve to meet the expectations of today's B2B marketing professionals, or risk losing them to competitors who do.



Example Recruitment — marketing-led headhunters for SaaS and FinTech startups and scaleups in New York and London.

Read the live report and get in touch at theexample.co/reports/b2b-marketing-talent-report-2025