

THE SKILLS PREMIUM

How AI became essential for marketers

This internalisation of AI capability is reshaping the marketing workforce. According to data from the Indeed Hiring Lab, demand for AI-related skills among marketing roles nearly tripled between 2022 and 2023.

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The marketing world is undergoing a seismic transformation. As generative artificial intelligence (gen AI) matures from a technical novelty into a strategic necessity, marketing professionals are being forced to adapt at a pace unprecedented in recent memory. No longer confined to the realms of data science or IT, AI has become central to the everyday operations of marketing departments, not just enhancing productivity, but fundamentally reshaping the structure, skills, and strategy of marketing teams worldwide.

This shift, as explored in recent analyses by Economist Impact and digital marketing commentators, is not merely technological but cultural. Marketers today must reckon with a new reality: proficiency in AI tools is no longer a competitive edge, but a baseline expectation.

From novelty to necessity

Just a few years ago, artificial intelligence in marketing typically meant predictive analytics confined to back-end systems or programmatic ad buying controlled by third parties. But the advent of gen AI tools—capable of generating text, images and insights from

The rise of the AI-fluent marketer

Today's most forward-thinking marketing leaders are not only embracing AI, they are reimagining their teams around it. No longer satisfied with waiting for technical teams to deliver AI-enabled solutions, they are hiring marketers who can independently deploy and manage AI tools. As a result, job descriptions increasingly include requirements for machine learning familiarity, data analysis capabilities, and AI tool proficiency alongside traditional marketing skills.

This evolution is evident in the growing number of roles designed specifically to marry technical and creative skills. At companies like FC Barcelona, AI has been embedded into fan engagement strategies, using algorithms to personalise content delivery, such as curated video clips or targeted news recommendations, to millions of global supporters. The capacity to deliver such experiences now lies directly within marketing teams, rather than in isolated data science silos.

As AI becomes embedded in everyday marketing workflows, individual team members are expected to bring not just creativity or communication skills, but also a working

to rely on centralised IT or procurement teams for software decisions, creating bottlenecks that slow innovation. Marketing leaders are now advocating for more decentralised technology procurement, arguing that only by controlling their own tech stacks can they keep pace with rapidly evolving market dynamics.

Full-process orchestration: the next frontier

While current AI tools are most often used to automate individual tasks, such as drafting an email or conducting prospect research, the next evolution will involve orchestration of entire workflows. Emerging platforms, like ZoomInfo's Co-pilot, are already piloting this approach. These AI agents can detect engagement signals, generate tailored content, and recommend follow-up actions without human input at each step.

Such full-process orchestration represents a step-change in marketing productivity. Rather than delegating repetitive tasks to AI, marketing teams will increasingly be able to automate multi-step processes that once required significant human oversight. However, human judgement will remain crucial. AI tools may generate content or predict outcomes, but marketers are still needed to interpret insights, manage strategy and ensure that campaigns resonate authentically with audiences.

As AI's capabilities expand, the pressure grows on marketers to stay ahead. According to research from METR, the complexity of tasks that AI can complete autonomously with 50% reliability is doubling roughly every seven months. This exponential growth means that those who delay upskilling may find themselves quickly outpaced by AI-literate competitors.

A new kind of marketer

This transformation is reflected in the shifting demands of employers. An analysis of job postings in early 2025 revealed that companies are looking for marketers who combine three key skill sets: strategic planning and data-driven decision making; a product and systems mindset for managing AI tools; and the creativity to experiment and innovate with new content formats and channels.

Major organisations such as LinkedIn, Citi and Nasdaq have already responded by creating hybrid roles that blend marketing, AI and innovation. These roles, often titled "marketing innovation lead" or similar, come with substantial remuneration and influence. The rise of these positions indicates a new kind of career path in marketing, one where technical proficiency is no longer optional but foundational.

In practice, this means that marketers must be comfortable working with data, testing AI-generated outputs, and thinking critically about how automation aligns with brand values and customer expectations. It also means building cross-functional skills, including an understanding of cloud platforms, data privacy regulations, and the ethical implications of AI-generated content.

Embracing the AI imperative

The AI revolution in marketing is not a passing trend but a structural shift. What began as an efficiency tool has evolved into a core capability that is remaking how marketing teams operate, how decisions are made, and what skills are required for success. As organisations move towards a future defined by automation and data, those who resist AI will find themselves increasingly out of step with the profession's direction.

For marketers, the imperative is clear. AI literacy must become as fundamental as digital literacy once was. Leaders must invest in their teams' skills, empower marketers with the tools they need, and embed AI into the strategic fabric of their organisations. Those who do will not only survive the AI shift, they will shape it.



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simple prompts—has democratised access to automation. These tools have brought AI directly into the hands of marketers, enabling them to craft emails, social media posts and campaign content at a fraction of the previous effort and time.

Yet the more significant change lies beyond individual productivity gains. The integration of AI has shifted from isolated applications to strategic implementation across entire teams. In 2023 alone, the adoption rate of AI tools among marketing professionals tripled compared to the previous year. Departments that once relied on external support for AI implementation now employ in-house specialists who manage everything from chatbot development to automated content testing.

This internalisation of AI capability is reshaping the marketing workforce. According to data from the Indeed Hiring Lab, demand for AI-related skills among marketing roles nearly tripled between 2022 and 2023. Notably, this growth has outpaced that of all other major marketing competencies, signalling a fundamental change in the profession's priorities.

knowledge of how to leverage AI to optimise strategy and output. AI is no longer a distinct function, it is an underlying infrastructure for modern marketing operations.

Leadership in the age of automation

The impact of AI extends beyond junior roles and specialists. At the executive level, marketing directors and CMOs are increasingly tasked with overseeing AI strategy as part of their core remit. According to survey data from MarTech, 84% of senior marketing leaders in North America and Western Europe were involved in researching and recommending new marketing technologies in 2024, up from 70% two years earlier.

This growing responsibility reflects a shift in leadership priorities. The ability to orchestrate a suite of AI-enabled tools—from content generation to buyer intent analysis—is now seen as integral to achieving business goals such as lead conversion and customer retention. Executives must understand the software landscape well enough to evaluate tools, justify investments, and ensure effective integration into existing workflows.

However, this increased responsibility also brings friction. Many organisations continue

10 prompt engineering tips to get better AI responses

SHAMS RASHID TONMOY

Ever wondered why some people get brilliant results from AI tools like Gemini, while others receive gibberish? The secret lies in prompt engineering, the craft of designing clear, practical instructions for AI systems.

Google's latest whitepaper, Prompt Engineering, authored by senior developer advocate Lee Boonstra, breaks down the best ways to communicate with AI. Whether you're a developer, writer, or just curious, these techniques can help you get smarter, more accurate responses.

Here are 10 essential prompt engineering tips to dramatically improve your AI interactions.

1. Be specific – don't be vague

Instead of "Write about climate change", try "Write a 300-word explainer on how rising ocean temperatures affect coral reefs, aimed at high school students".

Why it works: Specificity gives the AI clear boundaries and direction, reducing irrelevant tangents.

2. Zero-shot vs. few-shot prompts

Zero-shot prompts are simple, direct instructions (e.g. "Summarise this article in one sentence"), whereas few-shot prompts provide examples (e.g. "Here are three product descriptions—write one in the same style"). The paper says that few-shot prompts often yield better results.

Example prompt: "Here are two product descriptions: 1. 'This ergonomic keyboard reduces wrist strain with a 15° tilt design' 2. 'Our noise-cancelling headphones block 95% of ambient sound' Now write a similar description for a smartwatch."

Why it works: Examples demonstrate exactly what you want, helping the AI mimic your preferred style.

3. Assign a role to the AI

Example prompt: "You are a senior software engineer reviewing this Python code. Identify three potential security vulnerabilities."

Why it works: Role-playing focuses on the AI's "expertise" and tailors responses to professional standards.

4. Request step-by-step reasoning

For complex queries, an example prompt could be: "Think through this step by step before answering."

Why it works: This 'Chain of Thought' approach reduces errors in logic/math by ~60%, according to Google research.

5. Control creativity with temperature
Need facts? Use low temperature (0–0.3). Want ideas? Try higher (0.7–1).

Example prompt: "Generate 5 realistic startup names [temperature=0.2]" vs "Generate 5 imaginative fantasy city names [temperature=0.8]"

6. Structure your output

For data-heavy requests, an example prompt



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could be: "List the top 5 cryptocurrencies by market cap in JSON format with fields for name, price, and 24-hour change."

Why it works: Structured formats (JSON, XML, tables) prevent rambling and ease data extraction.

7. Use positive instructions over restrictions
Instead of "Don't mention competitors", try "Focus exclusively on our product's features".

Why it works: AI handles "do this" better than "don't do that"—negative instructions

sometimes backfire.

8. Implement the step-back technique

For abstract concepts, first ask "What are the key principles of good UI design?". Then, type in "Apply those principles to critique this website layout".

Why it works: This two-step process activates the AI's deeper knowledge before tackling specifics.

9. Verify with self-consistency

To get consistent results among a variety of outputs, run the same prompt 3–5 times. For factual queries, take the most common

answer. For creative tasks, cherry-pick the best ideas.

Why it works: Majority voting filters out random hallucinations.

10. Treat prompting as a conversation

Start with a basic prompt, then analyse the response. You should then refine with more detail/constraints. Repeat until you get a satisfactory result.

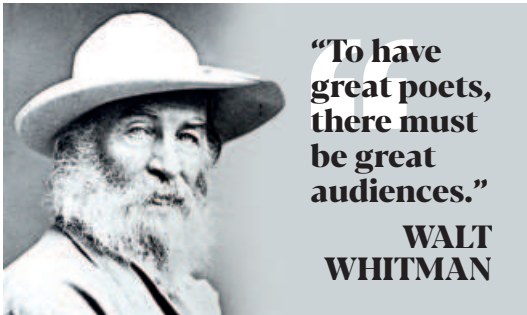
Pro tip: Google's Vertex AI Studio lets you save and compare prompt versions.

WHY THIS MATTERS

As the paper explains, the difference between mediocre and exceptional AI outputs often comes down to spending an extra 30 seconds crafting your prompt. With AI becoming ubiquitous in workplaces, mastering these techniques could soon be as vital as Excel or PowerPoint skills.

Before jumping into more advanced prompt engineering techniques, try these essential ones yourself. Apply just 2-3 of these methods to your next ChatGPT/Gemini session and you should notice a quality jump, states the paper. For advanced users, Google's full whitepaper dives into 'Tree of Thoughts' prompting and automated prompt optimisation.

Remember, prompt engineering isn't about "tricking" AI, it's about clear communication. As with human conversations, the better you express your needs, the better the response you'll receive.



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Eligibility:

Graduation from any reputed university with a satisfactory academic track record, with experience working in the financial services industry.

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Analyst, R&D

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Asset Developments & Holdings Ltd.

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Engineer

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