



Talent
Fairy

HIRING REPORT 2019

The Talent Fairy surveyed our community of editorial leaders, managers, editors, writers, and other content creators about the state of the media industry, what they are looking for in their next role, and the brands they most admire. Here are the results based on 145 respondents. We hope that you'll use this feedback to inform your editorial hiring practices in 2020.

For more details on who participated, please scroll down to Who Took This Survey.

What We Learned About Editors in 2019



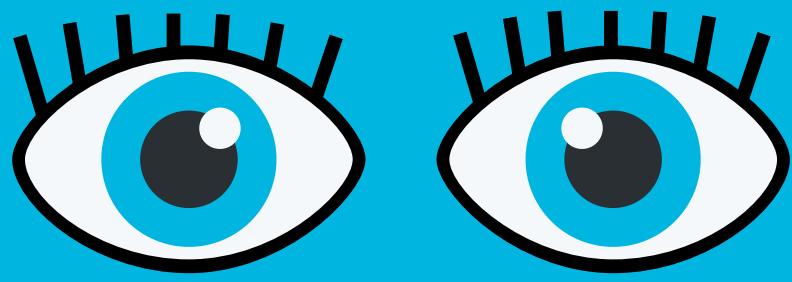
88%

of those who are employed
full-time have been in their
current role less than five years.

They Move Around A Lot

This perhaps isn't surprising considering Meredith, Conde Nast, Bustle, Vice, and BuzzFeed all had layoffs this year. Business Insider estimates **more than 7,700 media professionals lost their jobs in 2019.**

And They Will Continue to Move



78% are actively or casually looking
for their next role in content.

They Want More \$\$\$ and Flexibility

Nearly 70% of editors feel like they are underpaid in their current role and 51% feel that they don't have any opportunity for growth. So it's not surprising that a salary bump and the opportunity for growth were top reasons when we asked:

What will be the most important to you when choosing your next full-time role? *

79%

more money

53%

the ability or flexibility
to work remotely

43%

growth and learning

42%

culture fit

35%

alignment with the
company's or brand's
mission

24%

a stable company

20%

quality of health
insurance

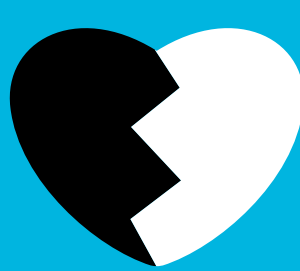
*The bottom of the list: Title increase, stock options, sustainability policies, charity contribution, family leave, and fit with hiring manager (even though 19% say they want to leave their role because of their current boss!).

“My most important criterion (and non-negotiable) is the ability to work from home for people who don't suck. The rest is all gravy.”

They Are Cautiously Optimistic



52% are more confident about finding a job with
their skill set than they were 3 years ago.



Still, more than 64% admit they fear they
will never find another job they love.

“On the one hand, it feels like you hear about layoffs every day, but on the other, brands and media are evolving in new ways that a person interested in editorial/content doesn't have to be confined to traditional publishing jobs.”

They Still ❤️ Print

Despite the shrinking ad pages and team sizes, this group is not giving up on print. Content websites barely beat out consumer print magazines when we asked, What content area would you choose for your next job? And even though we added the disclaimer that they could pretend that they'd be 100 percent qualified, only 5% would want to work at a tech company (i.e., Google, Apple) and only 3% at a social media company (i.e., Facebook, Instagram, or TikTok).



- Print Consumer Magazines (21.4 %)
- Content Sites (20%)
- Content Marketing Studio with non-media brand (10.7%)
- Branded Content Studio in a publishing company (10.7%)
- TV & Streaming (9.3%)
- PR for a Brand (5.7%)
- Radio/Podcasts (5.7%)
- Tech (5%)
- Newspapers (3.6%)
- Social Media Platform (2.9%)
- Content Marketing Agency (2.9%)
- E-commerce sites (1.4%)

“I have been a print journalist for almost my entire career. I love it, but I would also love to have something more sustainable, like online content for major brands. I just want to continue to be able to tell stories in a fun, unique engaging way.”

They Have Lots of Brand Crushes

We asked, If you could choose any brand to work at right now (within or outside of media), what would it be? The responses could best be shared in a word cloud.



Who Took This Survey

Talent Fairy's community spans all experience levels and areas of expertise. Of the 145 who took our survey in October and November 2019, roughly 33% identified as editors/content strategists, 36% said they were writers, 12% said they were in editorial leadership/management roles and the remaining 19% were a mix of social media editors, UX and art designers, marketing specialists, and video producers. They also are evenly split across experience: 26% have more than 20+ years, 25% have 11-19 years; 19% have 6-10 years; and 30% are whippersnappers with less than 5 years. Nearly half have full time roles (48%), the other half are freelancers/independent contractors (36%); and the rest are between jobs.



Questions about these results?

We'd love to discuss them with you. Reach out to Chandra Turner, founder and CEO of The Talent Fairy. Chandra@thetalentfairy.com.