



Talent Fairy HIRING REPORT 2020

We surveyed our community of editors and content creators about the state of media and content creation, how COVID-19 affected their careers, what resources they are lacking, and their predictions for 2021. We hope their answers will help employers and hiring managers better understand what editorial folk need to succeed in their careers and within their organizations. Because, as one of our 224 respondents put it, "Transparency and optimism in the industry is needed now more than ever."

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

WHAT EDITORS THOUGHT ABOUT THE YEAR 2020

Covid. Covid. Covid.

The industry was already reeling from the casualties of 2019. We had our fingers and toes crossed that 2020 would be better. [Welp](#). The pandemic landed and its economic impact walloped media and content folks. Thousands were laid off, publishers like Condé Nast and Meredith cut wages by as much as 40%, and many media outlets stopped assigning to their contributors altogether.

Our community felt the hit:



“When Covid hit in March my freelance work vanished, as did the pending job interviews. I started a new job about six weeks ago and feel REALLY lucky to have found it.”

They are on the Hunt!

68% are actively or casually looking for a new job.

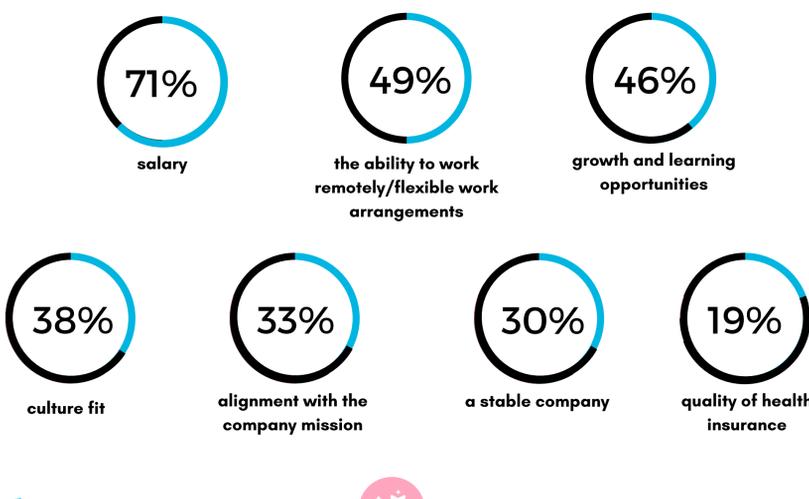
That figure is down 10% from last year. It could be that those in full-time jobs don't want to rock the boat in the unpredictable season of Covid. Or they realize there just aren't that many jobs to apply to. Those who are looking for new roles provide us the standard reasons (more money and growth, annoying boss) with two notable exceptions:

26% say that the pandemic has changed what they need from an employer.

45% are afraid that their current company is unstable.

That's up from 37% last year!

What factors are most important in their next job?



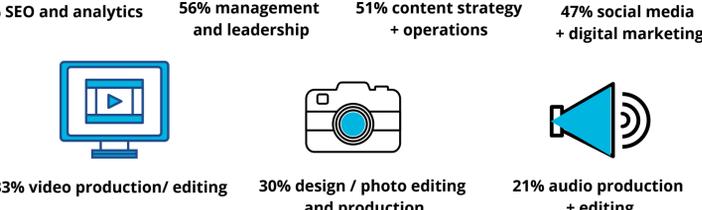
“I really, really need to find a job at a company that is not supported by advertising!”

They Want More Training & Mentoring

Even if they aren't looking to change jobs, they are looking to build their skills in a rapidly changing industry. We asked full-time editors and content creators: [What level of mentoring or training is provided at your company?](#) Nearly a quarter ranked their current company a lousy 1 out of 10. And less than 1% gave their company a top ranking of 10. Not surprisingly then ...

84% wish their current company provided more training and mentoring.

Where do they want training?



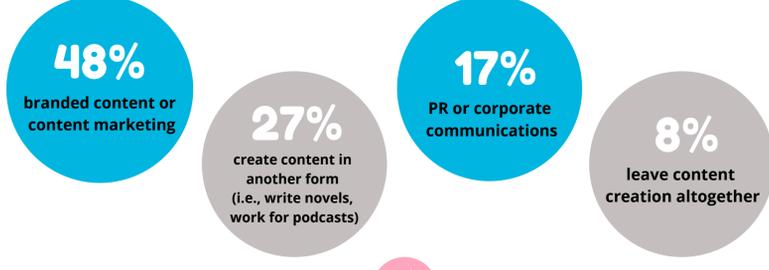
“I am interested in more than one way to work going forward. I would like a hand in broadcasting and podcasting without limits. I just want to utilize my creative side and make real money with it.”

They are Looking Harder at Brands

We didn't ask editors who are still in media why they want to leave this year, but chances are it has something to do with the falling advertising revenue and dismal financial reports plaguing the industry. Working brand-side, or at least for a non-advertising revenue supported company, is becoming more attractive.

45% have considered leaving media entirely this year.

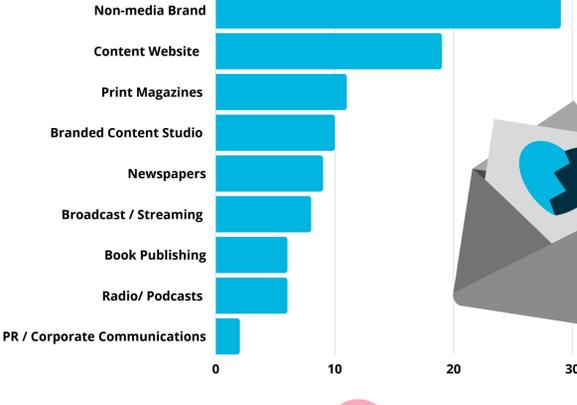
What do they want to do instead?



“I want to be strategic about my next move and wonder if I'd be happy doing content strategy for a big brand or if that would feel soul-sucking.”

Their Love Affair With Print is Slowly Ending

Last year, our community still waxed poetic about print, listing consumer magazines as their top choice when asked, [if you could choose any content, listing for your next role, which would you choose?](#) Content websites were a close second then. This year, working for a brand beat out both:



“I'd love to work for a brand that's trying to make a positive impact and/or includes charitable giving as part of their business model.”

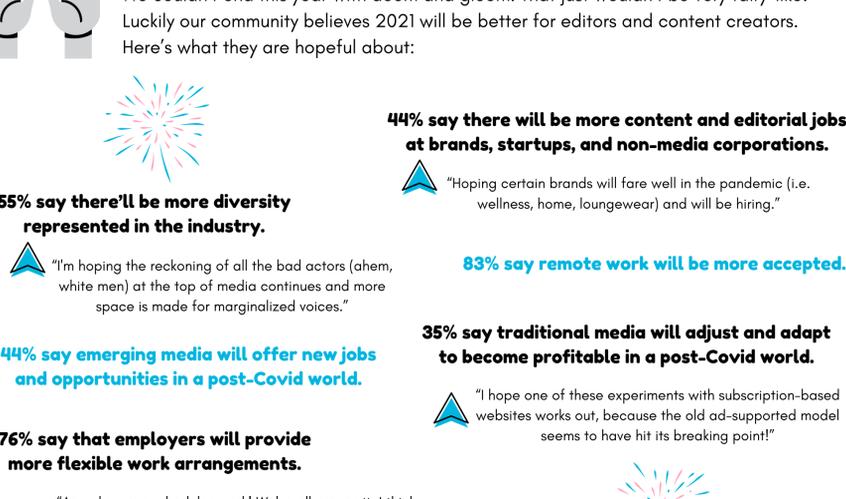
They Have New Crushes

We asked: [If you could work anywhere in or outside of the media industry, where would it be?](#) We saw lots of repeats from last year (The New York Times, NPR, Amazon, etc.), but plenty of newbies made our list:



Editors Have Hope for 2021

We couldn't end this year with doom and gloom. That just wouldn't be very fairy-like! Luckily our community believes 2021 will be better for editors and content creators. Here's what they are hopeful about:



“I'm hopeful that with a new president elect there will be less of a war against media so that journalists are more respected. I also hope that there will be more money spent on advertising to fund more job opportunities for writers and editors.”

Who Took This Survey

Of the 224 who took our online survey in October and November 2020, 41% have worked in content for less than 10 years; 33% have worked for 11-20 years; and 26% have worked for 20+. Half are employed full-time; 55% are freelance and 16% are out of work. Of those working, 41% work for a media brand/publisher; 24% for a non-media brand that produces content; and 35% work for both (such as in a freelance capacity). Nearly 50% say they work primarily in digital editorial, 18% in content marketing, 18% in print editorial, 6% in communications/PR, 5% in marketing, and 3% in other areas. 81% identify as White/Non-Hispanic; 8% as Black, 6% as Hispanic or Latino, and 5% as Asian, Middle Eastern, or other.

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.