



# Talent Fairy HIRING REPORT 2021

Things are looking up for editorial folks — it's about time! We surveyed our community of talent and hiring managers about the state of media and content creation, how opportunities (and salaries) are on the rise, and the kind of companies they want to work for. We hope these answers will help us better understand what editors and content creators need to succeed in their careers and where our ever-evolving industry is headed next.

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

## WHAT EDITORS ARE SAYING ABOUT THE YEAR

### The Sun Came Out

Nearly **48%** of editors and content creators told us that they were laid off, furloughed, or suffered a pay cut due to Covid. But dare we say it aloud: **There is a rainbow after all that rain.** Job listings are up. Content marketing is growing. Even traditional and digital media is hiring. For the first time in a long time, there is real growth and opportunity for editorial folks. Hooray!



“After toughing out furloughs and pay cuts at a branded content job, I (quite happily) found a new role with a much larger salary and incredible remote work flexibility — it gives me hope for the media industry!”

### From No Jobs to Whoa Jobs

Thanks to the Great Resignation, a rebound in ad revenue and the stock market, media companies are un-freezing their open headcounts and adding more. Opportunities for editorial and content marketing folks are soaring.

**63% of editors say that there are more opportunities now than 3 years ago for people with their skillset.**

Amazingly, last year only **27%** said that was the case.

**58% of hiring managers confirm they're hiring more than they were even 6 months ago.**

“I didn't think of myself as part of the 'Great Resignation,' but I absolutely was. I like what I do in content marketing, but I felt trapped working with a client who was incredibly demanding and often unreasonable. It was the right decision, and I'm now in a fully remote role that I really enjoy.”

### Candidates Are Choosier

Less editorial and content folks are looking for jobs this year (down 13% from last year) but those who are are pickier. This year we also polled hiring managers about what they are experiencing in the market:



**74% of hiring managers say candidates are asking for higher salaries.**

**78% say candidates want more remote-work flexibility.**

### Priorities Have Changed

Low salaries, bad management, and lack of growth opportunities remain the top reasons editorial and content folks are looking to leave their current jobs. But work-life balance and flexibility are more important than they were in pre-Covid times. We asked those on the hunt:

#### Why do you want to leave your current job?



**62% want to be paid more**



**50% don't like their boss / the company culture**



**35% want a better work-life balance**



**32% feel there's no opportunity for growth**



**20% want more remote or WFH flexibility**

Oh and this is a relief: Only **26%** are afraid their current company is unstable.

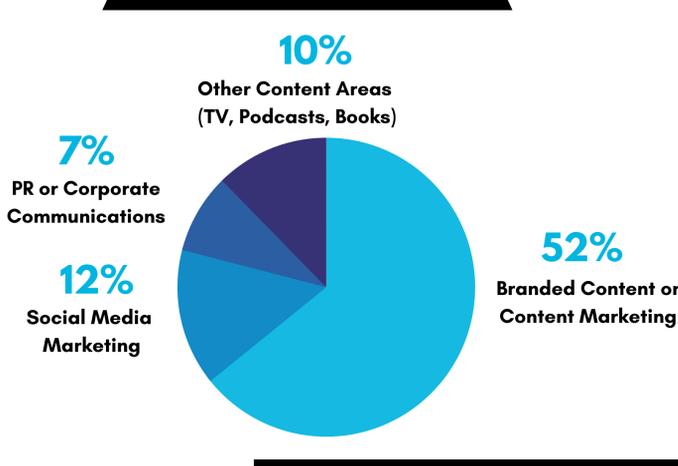
That's down from **28%** last year. Whew!

“I left [editorial] to do content and media platforms at a marketing/creative agency—where I netted a near 50% salary increase, better work-life balance, and actual, real opportunities for growth in my career beyond climbing a masthead. Highly recommended for quality of life!”

### Going “Brandside” is Still Popular

Editors in traditional editorial roles were less likely to want to abandon them this year (37% report they want to jump ship vs. last year's doom-and-gloomy 44%). But those who do want to leave, are more lured by branded content than any other content area. We asked:

#### Where are you most likely to pivot?



Only **9%** told us they want to leave content creation altogether, which is about the same as last year.

“I took a job for a big tech company's news initiative—still kind of news/media, but with way better pay and benefits.”

“Content is still huge even if traditional editorial is a mess. It took some time but I've finally crossed the rubicon and accepted that traditional editorial is just not all it's cracked up to be, and there's plenty of money and satisfaction to be found outside of it.”

“Branded content jobs fell in my lap and require the same skillset.”

“Brands have money to do creative and meaningful work — the trick is finding a brand that aligns with your values.”

### Editors Sure ❤️ Tech

The trendy career pivot this year was from editorial to big tech. Notable moves included SELF's EIC Carolyn Kylstra to Google and Allure's EIC Michelle Lee to Netflix. So no surprise the results of our annual what-brands-do-you-love question resulted in more tech brands and startups. (Noticeable omission: Facebook). What's also clear? A lot less love for brands within the big three (Dotdash-Meredith, Hearst, Condé Nast) and stronger support for smaller players and organizations. Here's a sampling of answers we received to:

#### If you could work anywhere in or outside of the media industry, where would it be?



Peloton was the most popular answer!

“[I'd add] any company with a strong purpose and mission, high employee satisfaction rate and low turnover. That speaks volumes!”

### 2022 is Going to be Even Better

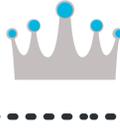
Editors are confident that the need for their unique skillset will continue to grow in the new year. It feels good to feel good!



“I'm not so hopeful about print journalism (my love!), but I'm excited about the ways that we can use our talents to tell stories in different mediums.”

“I'm feeling hopeful because I finally see how much work is out there. Content is still huge even if traditional editorial is a mess. It took some time but I've finally crossed the rubicon and accepted that traditional editorial is just not all it's cracked up to be, and there's plenty of money and satisfaction to be found outside of it.”

“Storytelling is KING. The word shows up in just about every marketing brief and there are few people who can do it well.”



### Who Took This Survey

The Talent Fairy's community spans all experience levels and areas of expertise. Of the 203 who took our survey from October to December 2021, 43% have worked in editorial/content for 20+ years; 30% for 10-20 years; 15% for 6-9 years and 14% for 5 years or less. 39% work for a media brand/publisher, 32% in work for a non-media brand that produces content; and the remaining 29% work for both. Roughly 42% say they work primarily in digital editorial, 23% in content marketing, 17% in print editorial, 9% in marketing, 4% in communications/PR, and 6% in other areas. 85% identify as White/Non-Hispanic; 7% as Black, 4% as Hispanic or Latino, and 4% 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.