



WOMEN IN MARKETING REPORT

2022 DATS

**AN IN-DEPTH LOOK AT OUR INDUSTRY, THE CHALLENGES
AND OPPORTUNITIES WOMEN FACE WITHIN IT.**

IMAGINE A GENDER EQUAL WORLD.

A world free of bias, stereotypes, and discrimination. A world that is diverse, equitable, and inclusive. A world where difference is valued and celebrated. Together we can make this a reality. Collectively we can **#Break-TheBias**.

This report started from a place of curiosity - as a small agency that is 70+% women and female-ran, we wondered, how are women being represented industry-wide? Are they being paid the same as men? Do they get the same opportunities as men? How important are women to the success of our industry?

We were keen to find answers through a mix of independent research, interviews and case studies and share them with you this International Women's Day.

The first problem we encountered was a clear lack of current data. It's clear that we don't ask these questions of ourselves and our industries often enough, and don't set time aside to contribute our efforts into finding the answers to those important questions. That's why, despite being a small agency, we're going to try and

contribute what we can by following this report up with a survey of women in our industry to see if we can discover any new findings. If you would like to take part, please head to www.downatthesocial.co.uk and fill out our email form.

Women have long
been outnumbered by
men in business.

Over a third of roles in the boardrooms of FTSE-100 companies are occupied by women. Whilst more positively, female start ups are on the rise, the number of UK businesses currently owned by women is just 32.37%.

Whilst women in our industry are still undoubtedly facing age-old issues like gender pay gaps, opportunity discrimination, and diversity issues, as well as new challenges that have surfaced post-pandemic, we wanted to start off by celebrating some of the amazing statistics we found, because today (and everyday) is all about shouting about our achievements.

DID YOU KNOW

IN 2021, FOR THE FIRST TIME, 30%
OF THE UK'S TOP 20 MARKETING AGENCIES
ARE RUN OR FOUNDED BY WOMEN

BETWEEN 2016 AND 2020,
THE NUMBER OF BUSINESSES
OWNED BY WOMEN IN THE
UK ALMOST DOUBLED FROM

17% TO **32%**

ACCORDING TO KPMG'S WOMEN'S
STUDY REPORT, 69% OF WOMEN ARE
WILLING TO PROACTIVELY ASK TO BE
INVOLVED IN A PROJECT.

66% ARE ALSO WILLING TO TAKE ON A
PROJECT THAT IS NEW TO THEM.

IN HONOUR OF WOMEN WHO FORGE AHEAD

We understand the influence of the female role model, and having peers to look up to is incredibly empowering.

So, before we get stuck into our report, we took the chance to highlight some inspiring female marketers who are paving the way and breaking the mould:



SHARMADEAN REID
FOUNDER AND CEO
THE STACK WORLD

SHARMADEAN'S MISSION IS TO
CREATE ECONOMIC AND SOCIAL
EMPOWERMENT FOR WOMEN
THROUGH TECH AND MEDIA.

THE STACK IS ABOUT ACHIEVING
HIGHER GROUND AND HIGHER
PURPOSE THROUGH KNOWLEDGE
SHARING.



WHITNEY WOLFE HERD
FOUNDER AND CEO
BUMBLE

SINCE STARTING BUMBLE IN 2014, IT
HAS GENERATED OVER 100 MILLION
SUBSCRIBERS AND IN 2021, WHITNEY
BECAME THE WORLD'S YOUNGEST
SELF-MADE FEMALE BILLIONAIRE.

BUT THE LESSER KNOWN STORY IS THAT
WOLFE HERD STARTED THE DATING APP
OFF THE BACK OF MULTIPLE INSTANCES
OF ABUSE AND HARASSMENT.



EMILY AUSTEN
FOUNDER AND CEO
EMERGE

NOW A 20 STRONG FEMALE TEAM,
EMERGE WAS FOUNDED BY EMILY AT 22.

ALONGSIDE EMERGE, AUSTEN IS ALSO
THE STRATEGIC PR ADVISOR TO UN
WOMEN UK, TACKLING CHALLENGING
CONVERSATIONS SUCH AS DOMESTIC
VIOLENCE AND GENDER EQUALITY,
AND WORKING WITH THE GENERAL
ASSEMBLY TO AFFECT CHANGE.



NISHMA ROBB
MARKETING DIRECTOR
GOOGLE UK

RESPONSIBLE FOR GOOGLE'S BRAND &
REPUTATION AS WELL AS LEADING
ADVERTISING & INDUSTRY MARKETING.

SHE IS PASSIONATE ABOUT PROMOTING
DIVERSITY AND THE PROBLEMS WOMEN
FACE IN THE BOARDROOM, LOOKING
TO CHALLENGE WHAT EQUALITY
ACTUALLY MEANS, AND HOW WE CAN
MAKE IT POSSIBLE FOR EVERYONE.

THE SITUATION 10 YEARS AGO

Many of you may remember it well.

In 2011, a report from the Institute of Practitioners in Advertising (IPA) revealed that women were severely underrepresented in the UK marketing industry.

The report revealed a few things: Despite a 1.1% increase YoY in employment in the sector, growth was not matched by a growth of women in senior positions. Whilst the report found an “equal split” between the number of men and women employed in the industry, women accounted for only 22.4% of senior positions.

The good news is that, by 2015, there was some more positive growth. Across all industries, according to the Department for Business, Innovation & Skills, women on board seats had almost doubled in just four years. But was this also the case in the world of marketing? According to Axonn Media’s 2015 look at gender roles in the marketing industry, we weren’t seeing that same progress:

The Axonn study revealed that although gender balance is fairly equal in more junior roles, for every female they could count at board-level, there are at least two men.

Their report also found that, in 2015, though women were almost twice as likely to enter marketing as a career, men were almost twice as likely to stick it out beyond a decade, indicating that there was still some way to go until the industry created an environment that incentivised women to stay.

By 2017, Axonn decided to reissue a new survey to find out what had changed in those two years. They found that, by 2017, women were actually more likely to occupy middle management, or “head of” roles than men. However, they were still highly underrepresented in “Director” and board positions, indicating that whilst women were ending up in more senior positions more often, they end up plateauing in those positions just as often.

“WE’VE SEEN A MUCH LARGER EMPHASIS PLACED ON INCLUSION AND DIVERSITY WITHIN THE BOARDROOM AND AMONGST SENIOR DECISION-MAKERS. THIS THEN LEADS TO A DIVERSITY IN VOICES AND OPINIONS WHICH ACTUALLY PROVIDES A BETTER AND MORE COMMERCIALY VIABLE OUTCOME.” - HELEN ALDRIDGE, NATIVE

THE SITUATION TODAY

We asked women in our network what they felt the biggest challenges are for women today.

Lauren Irlam

Managing Director, Nibble NQ

“We haven’t been taught to shout about how great we are, although we will teach the next generation. There’s so much overthinking that comes into play, when actually we’re doing our best marketing when we are having fun and being ourselves, and not doubting it. Yes, not everyone is going to like it, but the right people will. And they’re the ones you want anyway!”

Helen Aldridge

Marketing Director, Native

“The biggest obstacle for women today is salary transparency, and open conversations around discrimination when it comes to salary. There needs to be more open-table discussions around benchmarking salaries and using those as a constructive conversation to talk about gender discrimination in the workplace.”

Lillian Oke

Field Marketing Indeed.com & Emea Regional Co-Chair Black Inclusion Group

“Women need to find and be a part of organisations that strive to improve work-life balance and that meet their needs at all life stages. Women should not feel hindered in their careers because they start a family, but I know unfortunately this is still somewhat of

an obstacle today. Also, women may feel imposter syndrome sometimes, so it is important to say; have the self-belief that you can and deserve to be in these roles - it will go a long way.”

Kelly Byrne

Chief Growth Officer, Atterley

“If a woman has a few children then that’s a few years out of their career which in most cases makes it harder to catch up to male colleagues who are zooming ahead on the professional ladder, likely a few pay rises ahead, the benefit of time allowing them a promotion or two more. I’d love to see a more embracing attitude to true shared parental leave, and this being normalised. I don’t think it really is.”

Holly Moore

Founder & CEO, Make Events

“Men typically already have a head-start over women in marketing and business, because historically it’s not been the ‘typical’ scenario for women to thrive and boss it in the industry. There is still often an expectation that women need to choose career or family, and can’t prioritise both. There are some great role models challenging this stereotype, and I look forward to more.”

THE IMPACT OF THE COVID-19 PANDEMIC

The COVID-19 pandemic and the impact it's had on workplaces across the board makes it difficult to pinpoint whether our industry has been affected particularly worse than others. But what's absolutely clear is that the knock-on effects of the pandemic have knocked certain data trends from the last ten years completely off course. Let's look at what we mean by that:

A recent survey by The HR Director revealed that almost a third of UK workers are considering moving to a new job this year, as a post-covid global phenomenon dubbed "The Great Resignation" continues. Experts have cited multiple reasons as to why this is happening, with the main ones being: the opportunity to work remotely, lack of investment in collaboration technology and lack of salary increases or bonus opportunities.

We expect marketing to be hit less than other industries thanks to the fact that most of our companies had a strong response to the pandemic which included an industry-wide pivot to remote or hybrid working.

However, one of the key obstacles for women in Marketing (and other industries) is the lack of equal pay. As re-

cently as 2016, the Office for National Statistics published a report which showed that women in account manager roles in the marketing sector were paid 15.2% less on average than their male counterparts. Even female directors were paid almost 2% less on average than male directors.

So, whilst the marketing sector may feel it is relatively insulated from the negative consequences of "The Great Resignation" thanks to its investment in hybrid working and technology, the truth is that it still has serious issues to address when it comes to the gender pay gap. And given that pay seems to be the main reason driving people to leave their jobs, the marketing industry could be at risk of losing high-skilled women who fancy their chances of being better compensated in other roles and careers.

Of course, The Great Resignation will also act as a counter balance for the industry, as women in other industries like hospitality and sales decide to pursue careers in marketing. But as we welcome new women into our industry with new ideas, we must also ensure that we retain them in a way that we have struggled to in the past.

But perhaps the starkest, and scari-

est bit of data we found from all of our research was that, according to 2021 research carried out by LinkedIn, a staggering 2 out of 3 female marketers either left or considered leaving their profession due to the pandemic. The most disheartening thing about this was that this figure was the highest seen in any industry in the world, higher even than women working in creative industries (an industry reliant on events which largely disappeared during the height of the pandemic).

“The data tells a pretty bleak story,” said LinkedIn vice-president for brand and communications, international (APAC, EMEA, LATAM), Ngaire Moyes. “It certainly feels that this is going to take a lot of time to recover from. And more than that, is the fact that when you see women exit the workplace, you don’t have those women there,

acting as mentors, bringing up more junior women.” Moyes went on to explain that the main explanation for this tragic shift was that, during the pandemic, many women were forced to take on more duties in terms of caring and home schooling and, sadly, in some cases, had to sacrifice their career for it.

So why did the marketing sector see so many women consider leaving their job? What can be done to fix this? The obvious answer is for marketing companies and agencies to build better cultures and work environments that allow for women to balance work and home-life. And of course, that starts with more women at the top, in decision-making and culture-affecting roles.

“WITH THE GROWTH OF DIGITAL MARKETING, YOU CAN NOW MARKET IN ANY SECTOR, FROM ANYWHERE. SO, DESPITE WOMEN STILL BEING SEEN AS THE PRIMARY CAREGIVERS, THEY WON'T LOSE OUT ON OPPORTUNITIES AS MUCH.”
- MEL HILL, MJH COMMS

“I SINCERELY HOPE THAT AFTER THE LAST TWO YEARS, MOST COMPANIES ARE FULLY EMBRACING FLEXIBILITY IN THE WORKPLACE WHICH WILL OPEN UP MORE OPPORTUNITIES FOR WORKING MUMS BY ALLOWING BOTH PARENTS TO BE AROUND TO BE CAREGIVERS. IT'S A BALANCING ACT FOR ALL BUT IMPORTANTLY THIS GREATER FLEXIBILITY WE ARE NOW EXPERIENCING ALLOWS PARENTS TO SUPPORT FAMILY AND PERSONAL NEEDS BETTER”. - KELLY BYRNE, ATTERLEY

TACKLING DIVERSITY

Another issue our research uncovered is the issue of diversity within the female workforce in our industry. Whilst women as a whole have fought long and hard to see a positive (albeit gradual) trend when it comes to their presence in the workplace, the trend is not as positive when it comes to race and ethnicity.

Though the research for UK data about the issue is, again, few and far between, there is a clear trend that shows that the marketing industry as a whole is crying out for more diversity. For example, Marketing Week's 2020 Career and Salary survey revealed a serious diversity issue across all levels of the UK's marketing industry. Almost 90% of those surveyed identified as White, and only 2% identified as being Black (the lowest representation from all minority groups).

For BAME women, being a "minority within a minority" makes it twice as hard to overcome the kind of tough obstacles we've laid out in the re-

port, so it's crucial that the marketing industry increases its efforts to make our workplaces more diverse and more inclusive to people from all backgrounds.

However, it's important to note that we are starting to see the industry take this problem more seriously in recent years, with industry stalwarts ISBA, IPA and the Advertising Association coming together to carry out a first-of-its-kind diversity survey across the UK. Unfortunately, the results were stark. Here are some key takeaways from their findings:

Black representation in C-suite roles drops to below 1% at the most senior levels

In the marketing industry, there is an overall pay gap between White people and non-White people of 11%

32% of Black people and 27% of Asian people surveyed said they would consider leaving the industry due to lack of inclusion.

"BEING A BLACK WOMAN MARKETING IN TECH WAS ALWAYS SOMETHING I WOULD HAVE SEEN AS IMPOSSIBLE. SO I KNOW THAT, JUST BY ME BEING HERE, OTHERS CAN BE INSPIRED TO DO THE SAME THING IF NOT GREATER, AND THAT'S WHAT WE ARE SEEING TODAY WITH WOMEN CODERS, MORE WOMEN IN TECH AND AI, AND I HOPE THOSE NUMBERS CONTINUE TO GROW." - LILIAN OKE, FIELD MARKETING AT INDEED.COM & EMEA REGIONAL CO-CHAIR BLACK INCLUSION GROUP

FINAL THOUGHTS

Despite having made strong progress over the last decade, women who work in the UK's marketing industry still suffer from many of the obstacles they've suffered from in the past, from gender pay gaps to lack of senior representation. And, despite some clear progress for women as a whole, there are still ethnic groups of women who don't benefit from that progress to the same degree as others. On top of all this, we suffer from a lack of clear data that measures our progress and helps us identify issues as they happen, rather than in retrospect.

Despite this, the future is really bright for women in our industry. Over the

last ten years, there has been a huge increase in female-ran agencies and female entrepreneurship in general. For example, according to recent research by Simply Business, female-ran businesses are growing at a much faster rate than male-ran businesses, experiencing a growth of 18% over a 5 year period. It's great to see women taking matters into their own hands and "going it alone". By doing this, they're not only putting themselves in powerful positions to hire and mentor more women, but are also inspiring young women who are thinking about coming into the industry, and acting as courageous and valiant role models for them.

"THE FUTURE HOLDS MORE OPPORTUNITIES FOR BLAZING OUR OWN TRAILS, STEPPING OUTSIDE OF WHAT WE'VE 'ALWAYS DONE' AND CREATING A NEW DIRECTION FOR OUR CAREER JOURNEYS. THIS WILL ALSO TRANSLATE INTO MORE CHANCES FOR WOMEN TO SPEAK UP AND BE HEARD, WITH THEIR VOICES BEING VALUED AND ENCOURAGED."

- HOLLY MOORE, CEO + FOUNDER OF MAKE EVENTS + HM EVENTS

"MY FAVOURITE THING ABOUT BEING A WOMAN IN MY POSITION IS THAT I MAKE MY OWN RULES."

**- LAUREN IRLAM,
NIBBLE NQ**

AS A MUM IN MARKETING, THERE ARE A HANDFUL OF GREAT WOMEN THAT HAVE PLAYED A HUGE PART IN ME BECOMING AN EMPATHETIC COLLEAGUE, A STRATEGIC MARKETER, A GO-GETTING NETWORKER, A REACTIVE PUBLICIST, A SOCIAL MEDIA MAESTRO TO A BUDGET ORIENTATED TEAM PLAYER!" - LUCY CHAPPELLS MARKETING MANAGER, SKINNY BRANDS

THANK YOU TO OUR CONTRIBUTORS

Full, unedited interviews with all contributors will be released over the coming weeks via our newsletters - subscribe by entering your email at www.downatthesocial.co.uk



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GROUP

+ IMPACT + **Ideas + Influence**

Rather than PR for PR's sake - we deliver outcome focussed work that makes a difference.

We immerse ourselves in the DNA of our clients' businesses, focussing on long term relationships that enable us to deliver real impact.

By combining this with a deep understanding of what makes consumers tick, we create campaigns that drive true engagement between brands and their customers.

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