

## Industry Snapshot

# Media and Communication 2022

Data shows 2022 is the year to advance your career in media and communication.

In 2021, global challenges continued the adoption of online services, social media and e-commerce, forcing businesses to adopt new technologies and ways of working – permanently transforming the media and communication sector. With the acceleration of digital adoption and digital consumerism, the need for skilled and diverse professionals is rising as traditional media and communication roles continue to evolve to include social media, digital marketing and content creation skills in 2022 and beyond.



## Key takeaways from 2021



### Digital acceleration has increased demand for skilled media professionals and digital content creators

The acceleration of online and social media adoption continues to change how brands and organisations engage with consumers and stakeholders. Across China, Southeast Asia and India, the adoption of online video streaming and social media combined with the decline of data costs has seen a rapid rise in demand for online content.

This has led to a surge in demand for digital content creators, social media specialists and skilled media professionals with creative storytelling skills who can produce interesting and engaging content for their audiences across a range of digital channels<sup>i</sup>.



### The global COVID-19 pandemic emphasised the importance of corporate communications and public relations

The COVID-19 pandemic was a catalyst for change in the communications and public relations industry in Asia. The industry quickly evolved from a press function into a greater strategic and influential role in directly shaping the public image and story about a company<sup>ii</sup>. During this time, PR and communications professionals were called upon to reassure stakeholders and respond to fears in order to maintain business continuity and protect their reputation in light of the global risks and threats posed by the pandemic<sup>iii</sup>.

The acceleration towards digital platforms and remote working continued to impact the communications industry into 2021. The corporate communications sector had to be agile and responsive to evolving circumstances and new channels<sup>iv</sup>. The function of public relations and corporate communications evolved to increasingly emphasise digital platforms and social listening technologies to maintain competitive and rapid responses in a very disrupted, challenging and increasingly remote environment<sup>v</sup>.

# Media and Communication at a glance

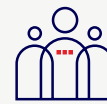
## Top soft skills in demand within a COVID-normal economy<sup>vi</sup>



Creativity and innovation



Digital and coding skills



Adaptability and flexibility

## Top jobs on the rise in Asia-Pacific<sup>vii</sup>



### Content specialists

- **Top job titles:**  
Editor, Copywriter, Podcaster, Youtuber, Video Editor, Content Coordinator, Creative Writer, Blogger, Content Producer
- **Employers look for skills in:**  
Public speaking, proofreading, video editing, Adobe Premiere Pro, creative writing, web content writing, content development, content strategy, content marketing



### Public relations

- **Top job titles:**  
Public Relations Coordinator, Director Of Public Relations, Public Relations Specialist, Public Relations Manager, Public Relations Officer
- **Employers look for skills in:**  
Public relations, media relations, press releases, event management, social media marketing



### Social media and digital marketing specialists

- **Top job titles:**  
Social Media Manager, Digital Marketing Specialist, Social Media Marketing Specialist, Marketing Specialist, Marketing Analyst, Content Specialist
- **Employers look for skills in:**  
Social media marketing, copywriting, Google Analytics, lead generation, digital marketing, search engine optimization (SEO), growth strategies, influencer marketing, content marketing

# What's next...



## Digital adoption and remote working continues to emphasise digital skills in traditional communication roles

As digital adoption continues to surge in 2021, traditional communication and PR roles saw an expansion to include digital platforms and channels in their day-to-day roles, mainly in social media management, sentiment analysis and content and influencer marketing, resulting in both traditional and digital strategies working in tandem to develop stronger connections with audiences<sup>viii</sup>.

The shift towards remote working is projected to continue, causing employers to investment in new technologies that enable them to communicate with current and prospective employees<sup>ix</sup>. Platforms such as LinkedIn report 60% increase in the volume of 'remote' job searches across key markets in Asia, such as China and India<sup>x</sup>, where corporate communication roles will continue to embrace new ways of communicating and engaging top talent across a blend of channels.



[Study communication and writing at RMIT](#)



## The rise of digital platforms, streaming and social media will continue the demand for skilled content professionals

The media sector across Asia is seeing an enormous growth as a result of the global pandemic. In India, the media and entertainment sector is expected to grow by 25% in 2021 and in Southeast Asia in 2020 new users made up 38% of video streaming services. In China, content marketing has become one of the top jobs in demand, with more than 34% of roles being entry-level positions<sup>xi</sup>. The demand is attributed to a combination of affordable subscription packages, younger online audiences and a rising demand for online content<sup>xii</sup>.

The surge in demand for media across digital channels observed in 2021<sup>xiii</sup> will likely continue in Asia and across the world, as mobile internet access, growing speeds and an increasing number of streaming devices continue to fuel steady growth for all types of digital media<sup>xiv</sup>.



[Study media at RMIT](#)



## Demand for online advertising and social media skills will continue to rise as consumers increasingly go digital

The shift online throughout the world has evolved how brands and organisations communicate with consumers. In China and Southeast Asia, digital consumerism has seen a meteoric rise since the global pandemic. Online spending rose by 49% in 2021 with the digital economy projected to reach \$363 billion by 2025 in Southeast Asia<sup>xv</sup>, and China's e-commerce industry growing to \$1.7 trillion in 2020 and rising, making it one of the world's largest digital economies<sup>xvi</sup>. This trend is likely to continue emphasising online advertising, digital marketing and social media skills across a variety of media and communication roles<sup>xvii</sup>.

The migration to digital consumerism has seen a rise in internet advertising across Asia in 2020–2021. In 2021, India held the reigns as the fastest-growing internet advertising market in the world<sup>xviii</sup> with Mainland China holding the position of second-largest advertising market after the US<sup>xix</sup> with between 10.2% of increased yearly digital advertising spend in 2021<sup>xx</sup>.



[Study advertising at RMIT](#)



## Sources

- <sup>i</sup> LinkedIn 'Jobs on the Rise Reports' 2021
- <sup>ii</sup> Public Affairs Asia 'The 2021 State of the Industry Report' 2021
- <sup>iii</sup> Institute for Public Relations 'The 2021 IPR Future of Communications in Asia Report' 2021
- <sup>iv</sup> McKinsey & Company 'Unleashing the power of communication in agile transformations' 2021
- <sup>v</sup> Talkwalker 'Public Relations Stats in Asia' 2020
- <sup>vi</sup> Forbes '8 Job Skills To Succeed In A Post-Coronavirus World' 2020
- <sup>vii</sup> LinkedIn 'Jobs on the Rise Reports' 2021
- <sup>viii</sup> Exchange 4 Media 'Outlook for 2021: PR and communications industry' 2021
- <sup>ix</sup> Institute for Public Relations 'The 2021 IPR Future of Communications in Asia Report' 2021
- <sup>x</sup> LinkedIn 'Is remote work here to stay in Asia-Pacific?' n.d.
- <sup>xi</sup> LinkedIn '2021 年新兴职位趋势报告' 2021
- <sup>xii</sup> India Brand Equity Foundation 'Media and Entertainment Industry' 2021
- <sup>xiii</sup> Datareportal 'Digital 2021: Global Overview Report' 2021
- <sup>xiv</sup> Statista 'Digital Markets: Digital Media' 2021
- <sup>xv</sup> Bloomberg 'Southeast Asia Digital Economy to Reach \$363 Billion by 2025' 2021
- <sup>xvi</sup> Mckinsey & Company 'The Future of Digital Innovation in China: Megatrends Shaping One of the World's Fastest Evolving Digital Ecosystems' 2021
- <sup>xvii</sup> LinkedIn 'Southeast Asia Jobs on the Rise Report' 2021
- <sup>xviii</sup> Pwc 'Perspectives from the Global Entertainment & Media Outlook 2021-2025' 2021
- <sup>ix</sup> Pwc China 'Global Entertainment and Media Outlook 2021-2025: Mainland China summary' 2021
- <sup>xx</sup> Datareportal 'Digital in China: All the Statistics You Need in 2021' 2021