



25 Emerging AI Marketing Roles in 2025

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Overview

Artificial intelligence (AI) is reshaping marketing, and new roles are rapidly emerging. These roles blend creative, analytical, and technical skill sets. LinkedIn's *Economic Graph: [Work Change Report](#)* found that AI literacy skills in job listings increased more than sixfold over the past year, signaling rapid growth in demand for hybrid AI-marketing capabilities

The following cheat sheet outlines 25 emerging AI marketing roles in 2025, organized by function, to guide hiring, upskilling, and organizational design efforts.

Strategy and Leadership

AI Marketing Strategist

Develops marketing strategies that embed AI tools into campaign planning, customer segmentation, and personalization at scale.

AI Creative Director

Guides concept development and ethical creative direction for campaigns using generative AI across formats.

AI Governance Lead

Oversees AI policy, risk management, model monitoring, and escalation paths within the marketing org.

AI Ethics Officer

Defines and enforces ethical AI usage frameworks, leads incident reviews, and ensures responsible innovation.

Marketing AI Enablement Manager

Leads the rollout and adoption of AI tools, coordinates training, and manages AI vendor relationships.

Content and Creative

AI Prompt Strategist

Designs and tests prompts that guide AI models to produce accurate, brand-aligned creative outputs.

AI Content Reviewer

Audits AI-generated content for factual accuracy, brand tone, bias, and regulatory compliance before publishing.

Synthetic Media Producer

Oversees AI-generated visuals, avatars, and videos while maintaining creative quality and ethical boundaries.

Multimodal Content Curator

Uses AI to adapt and remix content across formats (text, audio, video, and images) for cross-channel engagement.

Conversational AI Designer

Builds chatbot and voice interface flows to ensure natural, on-brand conversations that meet user needs.

Voice AI Specialist

Develops branded voice experiences and sonic interfaces using speech recognition and generation tools.

Performance and Analytics

AI Insights Translator

Converts AI model outputs and analytics into clear, strategic recommendations for business

and creative teams.

AI Experimentation Analyst

Designs A/B and multivariate tests with AI-generated variants to optimize performance and inform model refinement.

AI Campaign Optimization Lead

Leverages AI tools to optimize bidding, budget allocation, and creative rotation in paid media campaigns.

AI Attribution Analyst

Builds AI-powered attribution models to link media spend with business results and explain performance drivers.

AI Audience Intelligence Analyst

Uses AI to analyze behavioral and sentiment data across channels, surfacing insights for hyper-targeted campaigns.

Data and Infrastructure

AI Data Product Owner

Manages datasets as products—curating, governing, and preparing them to power AI models for marketing use.

AI Marketing Operations Manager

Integrates AI tools into the martech stack, optimizes workflow automation, and measures operational lift.

AI SEO / AEO Specialist

Optimizes content for AI-powered search and answer engines, ensuring discoverability in chat-first environments.

Team Development and Enablement

AI Training Program Manager

Builds curriculum and learning paths to upskill marketing teams on AI use, prompting, and risk management.

Human-AI Interaction Designer

Designs workflows and experiences where humans and AI co-create or collaborate to improve output quality.

Creator + AI Partnership Lead

Facilitates collaborations between creators and AI systems, ensuring that co-authored content remains authentic and protecting the rights of all parties involved.