

Marketing Team of the Future.

AI-Enabled Marketing Roles [Small-Sized Team of 4-7 people by end of 2027]

While thinking about how a marketing team evolves over time we created these examples as inputs into your own thinking. These role descriptions have been developed through extensive research and consultation with the ACAM CMO Pioneer group.

These role descriptions are a general guide, every marketing team has its own needs and circumstances, but we hope that this work is a useful input into your team planning and their career planning. The roles should be considered in the context of the baseline ‘Superpower’ skills detailed in the Marketing Team of the Future White Paper.

For a small team, roles are consolidated. AI is used to automate low-value/admin work, augment strategy and execution, and multiply human judgement, ethical leadership, adaptive learning, and creative impact.

Position 1.

Head of Marketing (AI Transformation and Impact Leader)

Category: Evolved

Function: Leadership/Strategy

Role Overview:

Leads the team’s marketing vision, ROI, and AI-powered marketing transformation, integrating commercial acumen, creative judgement, and a “core superpower” skillset in AI. Connects the 4 Ps of marketing, customer empathy, and modern analytics, enabled by prompt-driven agentic AI. Champions continuous learning, model orchestration, ethical risk management, and a people culture where low-value work is delegated to AI and career opportunity is clear.

Human + AI Collaboration Example:

Reallocates budget and focus using predictive AI analytics, directing people and AI agents for adaptive strategy to maximise brand and commercial outcomes.

Top 3 Performance Objectives:

- Measurable uplift in marketing ROI and business/brand/customer outcomes by embedding AI across every marketing pillar
- Strategic and daily use of AI for scenario planning, creative judgement, and decision-making
- Whole-team upskilling, psychological safety, and “Core Superpowers” as a cultural baseline

Position 2.

Brand Trust and Customer Experience Lead (AI-First Trust Guardian)

Category: Consolidated (Evolved + New)

Function: Brand/Trust/CX

Role Overview:

Orchestrates real-time AI-powered brand listening and brand risk scanning across all journeys. Acts as an ethical “brand trust guardian,” using AI for 24/7 monitoring while personally owning brand voice, tracking culture trends, and applying creative empathy. Reimagines customer journeys to be empathetic and efficient rather than just automating existing legacy process. Automates routine reporting and issue triage to AI.

Human + AI Collaboration Example:

Uses agentic AI to monitor, summarise, and escalate brand/CX risks, and to automate transparency signals; pilots innovative, adaptive, and inclusive CX projects.

Top 3 Performance Objectives:

- Improvement in key brand metrics and instant brand/CX risk detection and action with “AI copilot” listening
- Full admin automation for feedback, compliance tracking, and sentiment analytics
- CX processes that leads to AI-enabled customer experiences that feel low effort for the customer.

Position 3.

Content and Channel Strategist (AI Creative Orchestrator)

Category: Consolidated (Evolved + New)

Function: Content/Creative/Channel/SEO

Role Overview:

Blends creative storytelling, data-driven decision-making, and advanced GenAI literacy to deliver compelling, agile content across platforms. Uses AI for topic discovery, workflow automation, content creation, channel optimisation, and versioning, freeing human time for differentiated creative ideas and real-time adaptation. Practices ethical prompt engineering, AAA (Assistance, Automation and Augmentation) workflows.

Human + AI Collaboration Example:

Runs multi-modal GenAI for campaign testing, employs automation for scheduling and analysis, and pairs human creativity with AI's data, ensuring every message is personalised, engaging and compliant.

Top 3 Performance Objectives:

- Maximum content and channel velocity, resonance and engagement results achieved with human + AI co-creation
- All admin (briefs, production, performance reporting) streamlined with AI
- Brand discovery optimisation across traditional SEO and GEO/AEO

Position 4.

Data Insights and Performance Manager (Predictive, Always-On Analytics Partner)

Category: Consolidated (Evolved)

Function: Data/Analytics/Paid Media/Tech

Role Overview:

Designs, automates, and evolves the entire data and media ecosystem, reducing manual dashboards and reporting to near zero with AI. Leverages predictive analytics, anomaly detection, and "ROI copilot" tools to surface insights other teams can act on quickly. Maintains ethical guardrails and bias checks as foundational to all machine learning and reporting.

Human + AI Collaboration Example:

Builds and monitors AI data pipelines for campaign, privacy, and market intelligence; automates attribution/forecasting; keeps the team focused on "the signal, not the noise".

Top 3 Performance Objectives:

- Campaign optimisation cycles accelerated via automated AI "insight agents"
- Zero human admin in reporting, compliance, and dashboarding
- Bias checks and data governance auto-run and regularly audited

Position 5.

Productivity, Operations and Enablement Lead (AI Workflow Mastermind)

Category: Consolidated (New)

Function: People/Ops/Operations

Role Overview:

Owns the classic responsibilities of an operations expert but now enabled by the by implementation, management, and improvement of all team processes via AI. Deploys AI to handle scheduling, note-taking, documentation, workflow auditing, HR basics, and team upskilling. This acts as A multiplier for everyone's adaptability, learning, and work/life quality. Responsible for absolutely minimising human admin. Designs and manages prompt libraries and process automations.

Human + AI Collaboration Example:

Orchestrates an ecosystem of agents for admin support, onboarding, learning, and process iteration so the team can focus on strategic and creative challenges.

Top 3 Performance Objectives:

- 90% reduction in low-value/team admin work (with transparent AI audit trails)
- New AI capabilities and agentic workflows deployed and upskilled quarterly
- Positive culture of adaptability, continuous learning, and AI literacy across the team

Typical Agency/Contractor Outsourcing:

- All repetitive or high-scale campaign execution owned by AI-first or AI-integrated agencies
- Rapid scale creative, web, or content production (with AI copilots as standard)
- Advanced data science, compliance, and conversational UX
- Brand social listening, crisis monitoring, specialist video or influencer management