

Marketing Team of the Future.

Combined AI-Enabled Marketing Roles [Medium-Sized Team of 10-20 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 .

There are two categories of roles, current marketing roles that evolve due to the opportunities that AI gives us and roles that are completely new career opportunities. To add some structure we have placed these 15 roles in seven aligned structural ‘clusters’.

Executive/Leadership Cluster.

Position 1.

Chief Marketing Officer (CMO)

Category: Evolved

Function: Leadership/Strategy

Role Overview:

Leads the team’s marketing vision, ROI, and AI-powered marketing transformation, integrating commercial acumen, creative judgment, 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, 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, directs 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 decisioning
- Whole-team upskilling, psychological safety, and “Core Superpowers” as a cultural baseline

Position 2.

AI Marketing Orchestrator

Category: New

Function: Ops

Role Overview:

Oversees the coordination of AI tools and agents across campaigns, channels, and platforms. Ensures AI-driven activities align with strategic goals and work seamlessly across functions.

Human + AI Collaboration Example:

Directs a multi-agent system to coordinate campaign planning, execution, and optimisation across all touchpoints.

Top 3 Performance Objectives:

- Campaign efficiency and coherence across AI systems
- Cross-channel AI tool integration success
- Uplift in marketing ROI through automation

Brand and Trust Cluster.

Position 3.

Brand Risk Manager

Category: New

Function: Brand/Trust

Role Overview:

Safeguards brand trust by monitoring AI-generated content and experiences for accuracy, alignment, and ethics. Acts as the brand conscience in a world of generative automation. Reactive to the outputs of the marketing team

Human + AI Collaboration Example:

Monitors AI outputs for brand tone, misinformation, and reputational risk using real-time AI sentiment scanning.

Top 3 Performance Objectives:

- Reduction in brand risk events
- Compliance with AI brand safety standards
- Upholding consistent brand voice across AI-generated outputs

Position 4.

Customer Trust Manager

Category: New

Function: Trust/Brand

Role Overview:

Builds brand trust proactively . Maintains transparency and ethical standards in marketing data and AI usage. Champions first-party data strategies and ethical frameworks, and communicates trust signals to customers. Creates proactive initiatives to build brand trust. Owns brand trust metrics.

Human + AI Collaboration Example:

Uses AI tools to monitor customer sentiment and automate trust signals such as transparency badges and data ethics messaging.

Top 3 Performance Objectives:

- Trust score improvement (NPS, CSAT)
- Crisis prevention through early AI alerts
- Develop initiatives, guidelines and campaigns to increase brand trust

Content and Channel Cluster.

Position 5.

Content and Campaign Strategist

Category: Evolved

Function: Content

Role Overview:

Sets content strategy, themes, and tone of voice. Works with human creators and AI agents to scale content production.

Human + AI Collaboration Example:

Uses AI to predict engagement and response rates, generate asset drafts, and optimise campaign sequencing via multivariate and A/B testing.

Top 3 Performance Objectives:

- Content engagement lift (CTR, time on page)
- Campaign effectiveness across funnel
- Reduction in admin and stakeholder management time spent

Position 6.

AI Content Creator and Manager

Category: New

Function: Content/Creative

Role Overview:

Oversees generative AI content production across text, image, video, and audio. Manages creative quality, compliance, and IP while maintaining brand storytelling and innovation. Ensures ethical, legal, and strategic use of all AI content assets.

Human + AI Collaboration Example:

Uses AI + human collaboration to lift creative thinking and creative innovation for incremental ROI. Uses AI to predict the outcomes of different creative and content decisions.

Top 3 Performance Objectives:

- Create high quality content that continually improves response and brand marketing metrics
- Ethical treatment of human creative people and their role in a positive creative process
- Zero compliance or brand integrity breaches in AI-generated assets

Position 7.

Channel and Social Media Manager (AI-enabled)

Category: Evolved

Function: Channel

Role Overview:

Designs and executes social and channel strategies with AI for content generation, influencer discovery, and performance feedback.

Human + AI Collaboration Example:

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

Top 3 Performance Objectives:

- Growth in audience reach and engagement
- Efficiency of content production and publishing
- Consistency of brand voice across platforms

Position 8.

AEO/GEO (Answer Engine Optimisation) Specialist

Category: New

Function: Channel/SEO

Role Overview:

Ensures the brand is visible and accurately represented in AI-powered answer engines. Structures content and tags data (schema) to optimise for conversational and search-based AI interfaces. There will be a transition period while traditional SEO and AEO are executed side by side.

Human + AI Collaboration Example:

Designs schema, trains AI agents, and refines prompts to influence brand visibility in answer engines like ChatGPT.

Top 3 Performance Objectives:

- Increased brand representation in answer engine results
- Growth in organic traffic via AEO
- Improved accuracy of brand/product info in AI interfaces

Customer Experience and Insights Cluster.

Position 9.

CX and Journey Design Lead (with AI insights)

Category: Evolved

Function: CX

Role Overview:

Plans, executes, and optimizes dynamic customer journey strategies using AI for predictive analysis, testing, and attribution across channels and touch points. This includes where consumers are deploying their own intelligent agents (Large Action Models) to interact and complete tasks with the brand.

Human + AI Collaboration Example:

Uses AI-driven heatmaps, sentiment analysis, and journey analytics to optimise user experience and reduce friction.

Top 3 Performance Objectives:

- Increase in customer satisfaction (CSAT/NPS)
- Reduction in drop-offs across funnel
- Time-to-resolution for experience issues

Position 10.

Conversational Experience Designer

Category: New

Function: Customer Experience/Design

Role Overview:

Designs and optimizes AI-driven conversational interfaces, including chatbots, voice assistants, and virtual agents. Ensures branded, human-centric user journeys across all touchpoints, balancing automation with empathy and inclusivity. This includes where consumers are deploying their own intelligent agents (Large Action Models) to interact and complete tasks with the brand.

Human + AI Collaboration Example:

Works hands-on with conversational AI platforms, tuning scripts and learning flows based on real-time engagement metrics and user sentiment analysis.

Top 3 Performance Objectives:

- Improvement in customer engagement and satisfaction scores (CSAT/NPS) through AI channels
- Higher conversion rates and lower drop-off in automated conversations
- Consistent brand tone and experience across AI-powered journey

Position 11.

Data Insights and Performance Manager

Category: Evolved

Function: Insights/Analytics

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 fast. 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:

- Actionability and impact of AI-derived insights on campaigns
- Improvement in audience segmentation and personalisation accuracy
- Commercial or brand value delivered to cross-functional teams through timely insights

Paid Media and Analytics Cluster.

Position 12.

Paid Media and Analytics Lead (AI-enhanced)

Category: Evolved

Function: Channel/Ops

Role Overview:

Plans and manages budget allocation, optimising campaign performance with AI-based predictive analytics.

Human + AI Collaboration Example:

Orchestrates MarTech and AI platform integrations to maximise campaign efficiency.

Top 3 Performance Objectives:

- ROAS improvement
- Media efficiency gains (cost per conversion)

Data and Technology Cluster.

Position 13.

Customer Data Architect (with Data Science and AI Analytics)

Category: Evolved

Function: Data/Analytics

Role Overview:

Designs and governs marketing-related data, ensuring it's AI-ready for personalisation, compliance, and insight generation. Combines advanced data science and AI analytics to drive attribution, modeling, forecasting, and experimentation in marketing programs.

Human + AI Collaboration Example:

Builds AI-ready pipelines, automates anomaly detection and performance reporting, and uses machine learning models to optimise segmentation and campaign outcomes.

Top 3 Performance Objectives:

- Accuracy, privacy, and availability of real-time data
- Proven improvement in campaign and experience outcomes from AI-driven insights
- Compliance with privacy, bias, legal, data access regime and security standards

Position 14.

Marketing Technologist

Category: Evolved

Function: Ops/Tech

Role Overview:

Integrates AI tools across the MarTech stack, aligning technology with marketing goals and reducing manual tech debt.

Human + AI Collaboration Example:

Ensures smooth orchestration between AI tools, CDPs, CRMs, analytics, and advancement platforms.

Top 3 Performance Objectives:

- Operational uptime and AI integration success
- Tool adoption and marketer satisfaction
- Reduction in manual tech debt

People and Productivity Cluster.

Position 15.

AI Productivity Coach

Category: New

Function: People/Ops

Role Overview:

Helps the marketing team adopt, experiment, and get comfortable using AI tools. Coaches on productivity use cases, suggests AI workflows, documents best practices, and maintains a healthy AI adoption rhythm.

Human + AI Collaboration Example:

Creates a custom GPT-based assistant and coaches the team on prompts and workflows to reduce briefing and ideation time.

Top 3 Performance Objectives:

- Level of AI tool adoption across the team
- Reduction in time spent on routine tasks
- Improved employee satisfaction and productivity