



AI Job Risk Check

Your job. Your score. Your plan.

Your AI Job Risk Profile

As a Marketing Manager, your AI Job Risk Check score is **71 — Significant**. More than two-thirds of your day-to-day work can already be done by AI tools you can put to work this week.

What this means for you:

- AI handles most of the compilation, drafting, and coordination work in your role today
- Strategic judgment and high-stakes stakeholder relationships remain human territory
- The gap between “AI assists” and “AI owns it” is closing fast
- The trajectory is steep — capability is expanding rapidly and most of today's tasks will run autonomously soon

Your AI Job Risk Report

Compile lists describing product or service offerings

Fully AI

What AI does for this task today:

- **ChatGPT** and **Claude** generate product description lists from raw specs in seconds
- **Microsoft 365 Copilot** pulls offering data from your CRM and formats it into customer-ready lists
- **Notion AI** maintains living databases of product features, pricing, and positioning without manual updates

3-YEAR OUTLOOK

This work will be fully automated end-to-end. AI will compile, format, and distribute product lists directly to stakeholders without human review.

Formulate, direct, or coordinate marketing activities or policies to promote products or services, working with advertising or promotion managers

Partial AI

What AI does for this task today:

- **Claude** and **ChatGPT** draft campaign strategies, promotion calendars, and policy memos in your voice
- **Jasper** generates creative briefs and positioning frameworks from high-level direction
- **Microsoft 365 Copilot** synthesizes cross-team input and produces coordination documents
- AI cannot yet navigate political dynamics, broker executive compromises, or read unspoken team tensions

3-YEAR OUTLOOK

AI will manage routine coordination and policy drafting autonomously. Your role will compress to the judgment calls and relationship moments that require human intuition.

The big picture for your role:

- Execution and compilation work is already commoditized
- Your value is shifting rapidly toward strategic judgment, stakeholder trust, and navigating ambiguity

Your AI Job Risk Plan

What You Can Do Today

- 1. Set up Claude Projects this week with your last six months of product lists and campaign briefs**
 - Upload all product specs, brand guidelines, and recent marketing plans as project knowledge
 - Route 90% of list compilation and first-draft strategy work through it for 60 days

TIME

3 hours setup, then 10 minutes per use

- 2. Turn on Microsoft 365 Copilot for your team by June 1**

- Use it to automate product list updates, draft coordination memos, and generate meeting agendas
- Track time saved and present it to leadership as your proof of AI-ROI expertise

TIME

4 hours to configure and train your team

- 3. Enroll in a prompt engineering course by June 15**

- LinkedIn Learning's "AI for Marketing Leaders" or Coursera's prompt engineering track work well
- Precision prompts are now the dividing line between marketers who control AI and those replaced by it

TIME

5–7 hours over two weeks

What You Should Build Toward

- 1. Apply for a VP Strategy or Chief Marketing Officer role by Q2 2027**
 - AI will own tactical marketing execution within 12 months; your survival is upstream of that
 - Pick one major initiative right now where you write the strategic vision and own the C-suite pitch
- 2. Build external visibility through industry speaking or a high-signal newsletter by Q4 2026**
 - Reputation and relationship networks are the assets AI cannot replicate
 - Pick one strong point of view you hold and publish six short pieces over the next four months
- 3. Learn statistical experimentation design and causal inference within the next six months**
 - The marketers who survive will read AI test results critically and challenge them with rigor
 - Coursera's "Marketing Analytics" or General Assembly's part-time track are solid starts

TIME

20–30 hours over six months

- 4. Position yourself as the AI transformation leader inside your organization by end of 2026**
 - Document every hour AI saves your team and turn it into a business case for broader adoption
 - Become the person leadership asks "How should we use AI for this?" rather than the person replaced by the answer

Methodology note: This report references specific AI tools by name to give you concrete, actionable steps. We only name tools publicly available and stable for at least 12 months. Tool recommendations are not sponsored — Phronesis Labs, LLC has no commercial relationship with any tool named here, and no payment, partnership, or affiliation has influenced which tools are referenced. The 3-year outlook draws on current AI capability research and is reviewed every 6 months; treat it as directional, not as a numeric forecast. This report was generated on 2026-05-18.