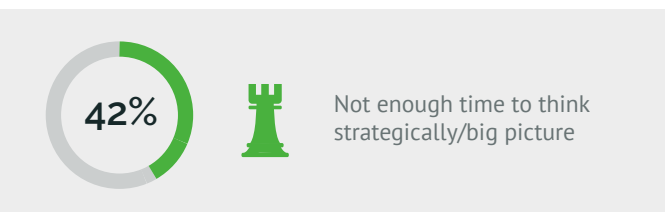


# Increased Workloads, Less Access to the C-suite: Troubling Trends for Marcomms Leaders

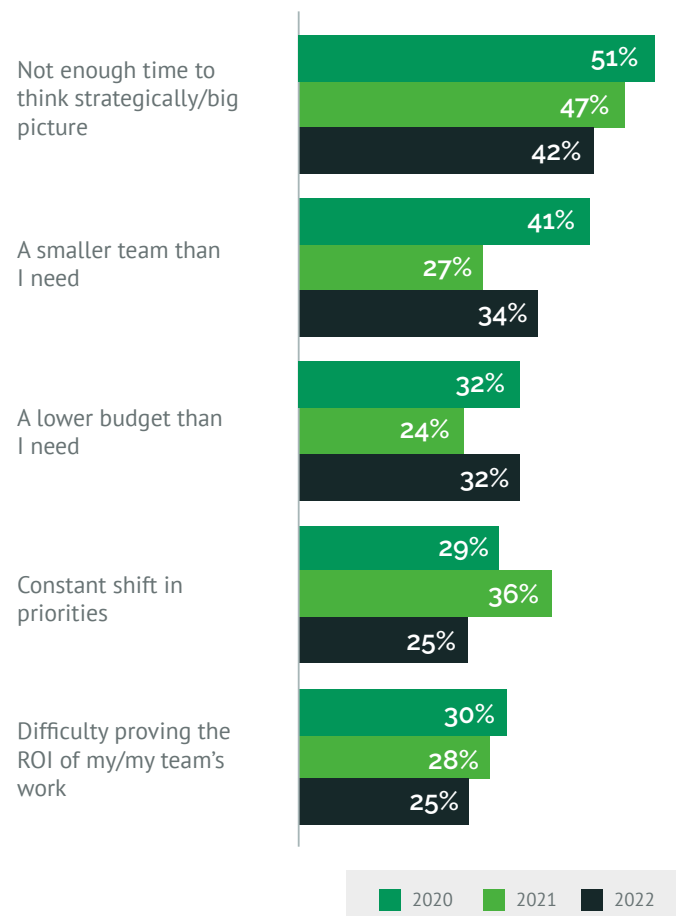


Based on research among over 100 financial marketing and communications leaders, it is clear that lack of resources and a lack of focus on strategic thinking is impacting the industry as a whole.

In the immediate, turbulent aftermath of the pandemic, proving ROI was top of mind for business leaders. Things have since shifted with businesses focused more on growth in 2022, and leaders now face difficulties obtaining the right resources to meet their ambitious goals. Being stretched thin has, in turn, left marcomms leaders with too little time to think strategically; 42 percent say it's one of their top three barriers to success.

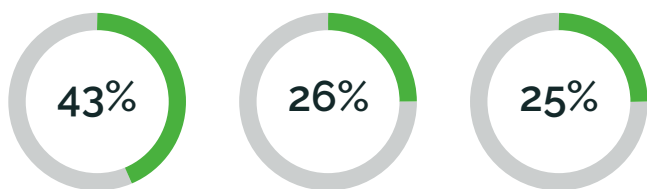


## What are your top three barriers in your role?



With resources in short supply, leaders are also struggling with too many responsibilities for their employees. This is the biggest challenge facing marketing and communications teams currently. Managing shifting priorities from higher-ups and struggling to fill open roles have also proven difficult for leaders this year, perhaps indicating confusion among businesses over the potential, looming economic crisis and how to react to it.

### Which of the following challenges have you or your team experienced?



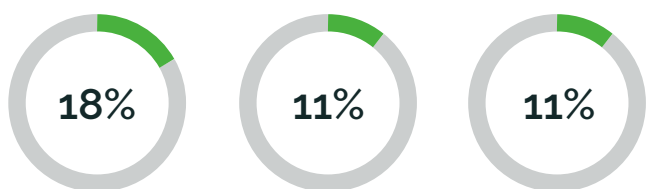
Struggling with too many responsibilities for my existing team

Managing shifting priorities from leadership

Struggling to find employees to fill open roles



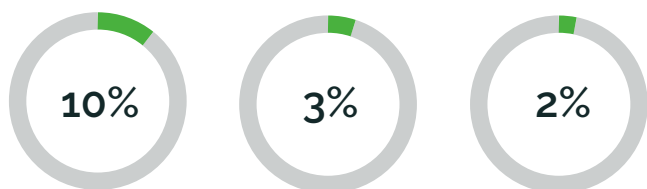
**35%** of leaders in **large companies** vs. just **18%** in **small companies** reported struggling to fill roles.



Struggling to justify budget

Decreasing sales/profits for our organization

Struggling to retain employees



Struggling to meet KPIs

Needing to reduce team size

Other

2022 saw the continuation of a concerning trend: the drop in strategic partnerships between marcomms leaders and executives. Only 44% said they are often asked to participate in C-suite meetings, down from 51% in 2020. This lack in access to the C-suite may indicate a shift towards organizations viewing marketing and communications as more tactical and less strategic.

Often or always asked to participate in C-suite meetings



### How often are you asked to attend or participate in the following meetings at your company?



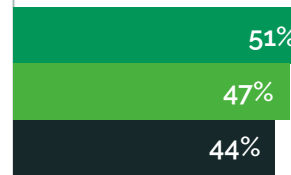
Budget meetings



Strategy/update meetings with the CEO



C-suite meetings



2020 2021 2022

About the research: In August of 2022, Financial Narrative and Opinium surveyed over 100 leaders in financial marketing and communications across the globe. For the third year in a row, they shared their insights and priorities.

