

Guest blog by the LinkedIn Careers Team

Learn Something New with LinkedIn

LinkedIn is helping people discover and develop the skills they need through a personalized, data-driven learning experience.

The screenshot displays the LinkedIn 'Marketing Jobs' section. At the top, it shows 'Marketing Jobs' with 'Job titles and descriptions' and a count of '1,027,215 Marketing Jobs'. Below this, a section titled 'Browse 12 types of marketing jobs' lists various roles with brief descriptions:

- Merchandiser**: Merchandisers work in retail settings to optimize product availability...
- Marketing Specialist**: Marketing specialists develop and implement marketing strategies to promote and...
- Category Manager**: Category managers help businesses drive sales by developing and implementing...
- Online Marketing Manager**: Online marketing managers design and implement marketing strategies across...
- Marketing Project Manager**: Marketing project managers plan, manage, and administratively execute marketing...
- Market Research Manager**: Market research managers oversee all market research efforts to gain customer...
- Advertising Specialist**: Advertising specialists build and run advertising strategies and campaigns for...
- Marketing Product Manager**: Marketing product managers lead marketing activities for a specific product or...
- Database Marketing Specialist**: Database marketing specialists use a company's database to execute marketing...
- Marketing Research Specialist**: Marketing research specialists conduct research activities to support or guide...
- Marketing Communications Specialist**: Marketing communications specialists create, edit, and approve touch points to...
- Marketing Creative Designer**: Marketing creative designers create visual elements to help a business market...

A link 'See less marketing job titles' is visible below the list. The bottom section, 'Popular marketing jobs', features four job cards:

- Visual Merchandiser** at H&M
- Product Marketing Manager**
- Product Marketing Manager**
- Director Digital Marketing** at PrincetonOne

A link 'See 1,027,215 marketing jobs' is located at the top right of the 'Popular marketing jobs' section.

Browse different [Marketing jobs](#), descriptions, and even salary info

Have you spent hours, days, or even weeks scrolling through hundreds of job listings trying to identify the "perfect job title" that fits your interests? You're not alone. One of the biggest challenges job seekers have is knowing what types of jobs to search for in their job search, or even which jobs exist (e.g: [Sales Jobs](#)).

LinkedIn heard you, and as a result launched new career pages designed with the applicant in mind. Now, job seekers and students unfamiliar with the professional landscape can browse job titles within various job functions. LinkedIn surfaces popular titles and listings, as well as top

cities and companies for a specific job (e.g., [Human Resources jobs](#)), making it easier for job seekers and exploring students to learn more about opportunities in various fields.

Now that you've found the right path, start diving in by learning new skills.

Discover and Develop New Skills Via LinkedIn Learning Video

Each week presents a new opportunity for you to learn the skills necessary to take on the next big challenge. [LinkedIn Learning](#) wants to do everything possible to help make that happen.

That's why each week more classes are added to the 10,000+ course library. LinkedIn's goal is to help people discover and develop the skills they need through a personalized, data-driven learning experience.

LinkedIn Learning combines industry-leading content from Lynda.com with LinkedIn's professional data and network. Get a unique view of how jobs, industries, organizations, and skills evolve over time powered by more than 500 million member profiles, including billions of engagements. From this, LinkedIn can identify the skills you need and deliver expert-led courses to help you obtain those skills. It takes the guesswork out of learning!

Take Your New Skills to the Next Level and Achieve Your Goal!

You can identify which skills are key to achieving business goals, and learn those skills in a personalized, efficient way. Delve into paths that are available to you with your new skill set via the LinkedIn career exploration pages. There you can discover jobs by function, with job titles you didn't even know existed, and relevant salary information.