



# Forecasting AI's Impact on Creative Talent

How Hiring Will Shift from Specialists to Leaders

By Clint Carruth

**AI is looming over the creative world, but what does that mean for you?**

With media rapidly glomming onto AI, it's important for creatives to learn how to work alongside this emerging technology and avoid becoming obsolete. It's a challenge that will morph and evolve over the next several years, and being prepared is the only way to survive.

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AI is no longer a tool creatives *experiment with* – It's a force reshaping how agencies grow, how work is priced, and ultimately who gets hired.

Over the next 24–36 months, media production teams, copywriters, and marketing agencies won't simply ask, "*Can this person use AI?*" They'll ask, "*Can this person think, lead, and deliver in an AI-augmented environment?*"

The result will be a structural shift in hiring—especially from mid-level specialists to managers and creative leaders.

Let's take a look at what's changing—and the five skills that will define who stays relevant in an AI future.

## AI Creates Changes in Creative Hiring – The Big Picture

AI is already in play across the media spectrum:

- Compressing production timelines
- Reducing the volume of purely executional work
- Increasing output expectations without increasing headcount

And that means fewer roles built purely on craft execution and more roles built on judgment, orchestration, and differentiation.

So, what the heck does that mean?

- Junior and mid-level production roles may shrink or hybridize
- Senior specialists become "creative translators"
- Managers must learn to lead creative systems, not just creative people

Agencies, design firms, and studios that scale in this environment will hire fewer creators—but will hire more well-rounded creative leaders.

# Top 5 Skills Needed for Creatives Moving Forward in an AI World



## 1. Grow Your Strategic Creative Judgment

AI can generate creative options and choices, but it takes humans to determine what's right for a brand, the audience, or the cultural moment.

Moving forward in this environment, the most valuable talent should be able to:

- Evaluate AI-generated content as applied to your brand needs
- Decide when not to use AI
- Make high-stakes creative calls under ambiguity

Judgment becomes the differentiator—not output volume.

## 2. AI Orchestration (prompting is table stakes; systems thinking wins)

The future isn't one AI tool—it's many tools, workflows, and handoffs.

High-impact hires will know how to:

- Design AI-augmented creative workflows
- Combine human talent with AI tools efficiently
- Maintain consistency, quality, and speed at scale

This skill separates "AI users" from AI-enabled leaders/managers.

## 3. Brand Stewardship and Narrative Integrity

As AI floods the market with competent but generic content, brand clarity becomes more valuable—not less.

Creative leaders will be hired for their ability to:

- Protect tone, voice, and narrative across AI outputs
- Spot subtle brand erosion before it becomes obvious
- Teach AI systems how the brand thinks, not just how it sounds

The more content there is, the more disciplined leadership matters.



## 4. Cross-functional Fluency (creative × data × growth)

AI is blurring lines between creative, analytics, and performance marketing.

The most in-demand managers will be those who can:

- Collaborate with data, media, and growth teams
- Translate performance signals into creative direction
- Balance experimentation with commercial accountability

Future creative leaders won't resist metrics—they'll use them intelligently.



## 5. Emotional Intelligence and Change Leadership

As firms turn towards AI, the move creates fear, resistance, and identity loss—especially in creative teams.

The best leaders will be those who can:

- Reframe AI as augmentation of the creative process and not replacement
- Coach teams through skill evolution and adaptation
- Maintain morale, trust, and creative confidence

In the AI era, people leadership will become a competitive advantage.

## What does this mean for hiring forecasts?

### Specialists

- Pure execution roles decline or become hybrid
- Demand rises for specialists who can direct AI, not compete with it

### Managers

- Hiring shifts toward leaders who can develop creativity through systems
- “Player-coach” models become more common

### Agencies

- Growth will favor firms that invest in creative leadership, not just tools
- The talent density of individual creatives matters more than team size



## AI's Impact on Hiring Creative Talent:

### Which Roles Grow vs. Decline (By Function)

AI doesn't eliminate creative work—it redistributes where human value sits. Roles anchored in judgment, orchestration, and leadership expand while roles anchored in repetitive execution compress or hybridize.

From our perspective, here's how we can expect this to play out by function.

### Media Production

#### Roles Likely to Decline or Compress

- **Junior Video Editors (execution-only)**  
AI-assisted editing, auto-cutting, captioning, and formatting reduce demand for pure assembly roles.
- **Standalone Motion Graphics Specialists (templated work)**  
Tools increasingly handle lower-complexity animation and transitions.
- **Production Assistants (traditional task-based)**  
Scheduling, logging, and asset tagging are increasingly automated.

#### Roles Likely to Grow

- **Post-Production Supervisors / Editors-in-Chief**  
Leaders who set creative standards and manage AI-assisted workflows.
- **Creative Producers (multi-platform)**  
Orchestrators who manage concept, tooling, talent, and distribution.
- **Technical Creative Directors (AI + production)**  
Hybrid leaders who bridge creative vision with tool selection and pipeline design.

**Why:** Production shifts from "doing" to directing systems and outcomes.

### Copywriting & Content

#### Roles Likely to Decline or Compress

- **Junior Copywriters (high-volume, low-strategy)**  
AI can generate drafts faster and cheaper.
- **SEO-only Content Writers**  
As search evolves, value shifts away from keyword stuffing toward narrative and authority.

### Roles Likely to Grow

- **Editorial Directors / Narrative Leads**  
Owners of voice, tone, and brand consistency across AI outputs.
- **Creative Strategists (content + performance)**  
Professionals who connect messaging to business outcomes.
- **AI Content Directors / Prompt Leads**  
Specialists who design prompts, frameworks, and QA systems at scale.

**Why:** Content abundance makes taste, structure, and intent more valuable.

## Creative Management & Leadership

### Roles Likely to Decline or Flatten

- **Middle managers focused on task coordination**  
AI reduces the need for human “traffic cops.”
- **Purely inspirational leaders without operational fluency**  
Vision alone won’t scale.

### Roles Likely to Grow

- **Creative Directors with AI fluency**  
Leaders who shape output and systems.
- **Head of Creative Operations**  
Owners of workflow, resourcing, tooling, and quality control.
- **Creative Transformation Leads**  
Leaders guiding teams through AI adoption and skill evolution.

**Why:** Creative leadership becomes execution leadership.

## Advertising & Marketing Agencies

### Roles Likely to Decline or Consolidate

- **Media planners focused solely on manual optimization**  
AI handles bidding and placement.
- **Account roles centered on status updates**  
Clients expect insight, not reporting.

### Roles Likely to Grow

- **Integrated Growth Strategists**  
Leaders blending creative, media, data, and AI insights.
- **Client Strategy Directors**  
Trusted advisors who guide brands through complexity.
- **Agency AI Enablement Leaders**  
Internal roles focused on tooling, governance, and ethics.

**Why:** Agencies win by thinking, not producing faster than software.

## Cross-Functional Roles Growing Across All Functions

These roles cut across media, copy, and agency structures:

- **Creative Systems Architects**
- **Brand Governance & IP Leads**
- **Human-in-the-Loop Quality Directors**
- **Creative Talent Developers / Coaches**

AI increases output—but humans must protect meaning, quality, and trust.

## The hiring takeaway for leaders

- Fewer execution-only roles
- More hybrid, senior, and leadership roles
- Higher expectations at every level

The future belongs to professionals who can:

- Direct AI instead of competing with it
- Lead people through change
- Make high-quality decisions at speed

## The bottom line

AI will not kill off creative work, but it will raise the bar on who gets paid to do it.

The creatives and managers who will succeed in this new environment will be those who:

- Make better decisions than machines
- Lead people through change
- Protect meaning, taste, and brand integrity in an automated world

In this exciting, and sometimes scary, next era of media, marketing, and advertising, creativity isn't disappearing—it's being promoted.



Clint Carruth is a senior recruiter with The QualiFind Group, leveraging his career experience in a range of advertising agencies, broadcast media, film production, and corporate identity to support client organizations with acquiring specialist to managerial talent.

**Office:** 619.661.2585

**Mobile:** 404.391.4567

**Email:** ccarruth@qualifindgroup.com



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