

5. Boost social media and mobile marketing. Expand social media and mobile strategies to strengthen brand-consumer relationships in Russia and Belarus.

By adopting these innovative strategies, Russian-speaking countries can modernize their marketing approaches, foster stronger consumer relationships, and remain competitive in a rapidly evolving global market.

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LABOUR CHANGES IN MODERN MARKETING

Digitalization has crucially changed the business landscape, including marketing; traditional methods of promotion, content-making and customer communication are giving way to other digital strategies. New formats of work require new skills and

competences or even new jobs in the Belarus labour market. The purpose of this research is to overview new job offers in the market in the context of digital marketing.

New marketing jobs currently include 5 categories: content marketing, brand marketing, traffic marketing, performance marketing, process marketing.

A *target advertising specialist* is engaged in advertising on any social media. He sets up advertisements in such a way that they are not shown to everyone, but only to a certain group of people — the target audience. The target audience is formed according to the profile in social networks: hobbies, gender, age, interests, groups, location, etc. The task of the target advertising specialist is to customize advertising for the right audience.

A *SEO (search engine optimization) specialist* optimizes and promotes websites in search engines; works with the semantic core of the site, regularly monitors the updating of search engine data and changes promotion strategies. The profession may include more narrow areas, depending on the goals and objectives of the project.

A *traffic manager* engages in attracting clients to a particular communication channel, as well as analyzes the results of his own work; tracks the customer way from first click to sale [1].

A *content marketer/manager* manages advertising that is published online under the brand name, develops the company's overall content strategy, defines content marketing goals, target audience, topics, formats and content distribution channels, analyses the market, competitors, audience needs.

An *influencer-marketing manager* connects brands with opinion leaders. They stay up-to-date with trends on YouTube, Instagram, TikTok, and other platforms. They can quickly spot fake accounts, negotiate easily, and resolve conflicts. The main task of this specialist is to organize brand advertising in blogs in a way that satisfies everyone.

An *SMM manager* promotes brands and products in social media: posts content, communicates with subscribers. He also runs targeted advertising, monitors analytics indicators, and develops a strategy for promoting a business through social media;

Now, some quantitative and qualitative comparison should be made in terms of vacancies, job requirements, responsibilities and then remuneration. The information for comparison is based on the most popular websites for job-seekers - “rabota.by”, “praca.by”, “joblab.by”, “belmeta.com”. After tracking the websites, a conclusion can be made that not all jobs listed above are in demand in Belarus. In the table below we compared the most demanded ones offered by local companies. We can’t but mention that among all only two (SEO- manager and content- marketer) can be taken by university graduates and people without practical experience. The employers are ready to provide in-job training and apprenticeships.

Table 1 – Top digital marketing jobs in Belarus

Criteria Jobs	Number of vacancies	Salary range	Key skills	Remote work
Content marketer /manager	87 (rabota.by)	1500-3500 BYN	-attentiveness, literacy	yes/ hybrid

	9 (praca.by) 6 (joblab.by)		-photo and video editing, -advanced pc and internet user -basic knowledge of graphic editors	
Target advertising specialist	38 (rabota.by) 5 (joblab.by) 14(be lmeta.com)	2000-5000 BYN	- data analysis skills - cost optimization -creating catchy headlines -basic knowledge of graphic editors	yes/ hybrid
SEO specialist	78 (rabota.by) 25 (praca.by) 33(be lmeta.com)	1500-4000 BYN	-programming language skills (HTML, CSS, base JavaScript) -analytical thinking -good communication skills	hybrid
Traffic manager	7 (rabota.by) 6 belmeta.com	1600-7000 BYN	- metrics skills: CPA, ROI , CTR, CR - knowledge of all advertising tools (Google Ads, Meta Ads, email marketing) -budget management	mostly online
SMM manager	124 (rabota.by) 1 (praca.by) 3 (joblab.by)	500-4900 BYN	-skills in writing engaging content, ability to work with visuals -skills in working with analytics	mostly online

To sum up, it should be noted that the digital marketing sphere is changing in Belarus and so is the labour market to serve the needs of companies. Most new jobs in this area emerge as interdisciplinary and cross-field options involving management and analysis, programming and technical work, communication and writing, creating and editing. They are mostly suitable for young, agile and purposeful people who follow global business trends and never stop developing themselves.

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