

Job Description: The AI-Era Marketer

2027 edition. Supersedes every job description written for the click.

THE MISSION

“Design the moments machines can't, so humans — and the machines that learn from humans — keep choosing us.”

Context: AI agents now compress discovery, comparison, and checkout into one conversation. Demand capture is the machine's job. What remains — and what this role owns — is everything around the transaction, on both sides of the screen.

YOU OWN THE MACHINE HALF

- **Merchandiser of machine-readable truth.** Your product feed is the storefront, your structured data the merchandising. If the machines can't read it, they can't recommend it.
- **Evidence architect.** Publish what survives an agent's evaluation: comparison pages, transparent pricing, dated case studies with named metrics, third-party corroboration.
- **Economist of the new channels.** Take rates, protocol fees, agent-referral traffic, share of recommendation. You own the new columns in the channel spreadsheet.

YOU OWN THE HUMAN HALF

The six channels of the Moment Map — none of which have historically reported to marketing. Annexing them is the job:

Channel	Used to report to	You are measured on
First unboxing / delivery	Ops & logistics	What the customer films
First 30 minutes (onboarding)	Product & support	Time to First Felt Value (TTFFV)
Moments of failure	Customer service	Recovery stories worth telling
Renewal / repurchase	Finance & sales	Would they renew if no one made them?
Word of mouth	Nobody	Referral rate; what we give customers to say
Identity & ritual	Brand team	What owning this makes you

Every moment has two audiences: the human who lives it and the machine that records it. You design for both or neither.

KEY PERFORMANCE INDICATORS

- Time to First Felt Value (TTFFV) — minutes from purchase to the customer feeling the difference
- Share of recommendation — how often agents shortlist you for your own category

- Agent-referral traffic and its conversion, by protocol (ACP / UCP)
- Review-corpus sentiment on onboarding, setup, and recovery
- Referral rate and share of human moments worth reporting

NOT YOUR JOB ANYMORE

- Winning the click, the keyword, or the ranking — the agent owns demand capture now.
- Manufacturing moments for social. Social's new mandate is to witness the ones the experience team designed.
- Optimizing a funnel whose middle has been deleted.

QUALIFICATIONS

- Bilingual: fluent in brand and in bot — can brief a creative director and a schema mark-up in the same meeting.
- Has walked a warehouse, a support floor, or an onboarding design session — and sat in the other room too.
- Reads support transcripts like ad copy and reviews like a model training set.
- Comfortable owning channels that don't report to you yet. (See: annexation.)
- Evidence reflex: dates, sources, named metrics, or it didn't happen.

REPORTING & AUTHORITY

Ideally: to the CMO, with a charter expanded to the post-purchase moment map. Realistically: you'll start without authority and annex quietly, letting results make the case formal. The org chart is the last bottleneck, and this role exists to fix it.