



Search Calibration Tool

This tool is designed to help the hiring manager / recruiter to “calibrate” the search for their next Marketing Maven. We use a process that focuses on what the hiring manager and key stakeholders wish to have the new hire accomplish as opposed to just looking at a dry list of basic qualifications. This by no means is an exhaustive list. It is just intended to stimulate thinking beyond the basic qualifications so that you may both expand your set of potential sources from which to recruit while simultaneously zeroing in on the right profile.

Step 1 – Is this position an individual contributor, manager of individual contributors or manager of managers? This is important for a variety of reasons but most notably we look for leadership skills as well as industry (often specific product) experience as the more senior roles are the more that they must possess domain expertise in addition to functional expertise.

Step 2 – What is it specifically that you want this person to accomplish? Are you looking to improve your marketing efforts in a specific area such as digital or social media? Are you seeking to build new products or add new features to your products? How difficult is it to pick up domain knowledge and does this knowledge base reside in the organization?

This is important as it gives an indication of how flexible and creative you may be in your search for new talent that can bring meaningful change to your organization. As an example, some of my MedTech clients have implemented direct to consumer communications strategies. Historically, MedTech has been very resistant to marketers outside of MedTech as they felt they did not understand the industry and its idiosyncrasies well enough. As they went into this DTC model, I was able to “expand” their consideration set of candidates by bringing in candidates from CPG companies that brought whole new skill sets to the organization.

Step 3 – What does the organization *really* want? This is where the hiring manager needs to get honest alignment with key stakeholders. There are many instances where an organization says they want someone to drive change but in reality, they only want incremental improvements. When this happens, it is generally frustrating for everyone and usually results in a failed hire.

To get to the honest assessment of what the organization is seeking, we ask pointed questions of stakeholders. For example, if a company is seeking a digital marketing manager, we would ask what types of digital marketing they are seeking to advance and are there resources to support these efforts. I have seen firsthand companies that say they are seeking to go from a simple website to advanced ecommerce and digital marketing campaigns. When asked if there are resources (budget, personnel, etc.) and the answer comes back “that’s why we are hiring this person”, we then must have a conversation about what is realistic. Do they want someone that can tactically execute with the tools



they have and thus, make incremental change? Or do they want someone strategic that can craft a plan to get them to the advanced state?

Step 4 – Are there specific certifications or methodologies that your organization uses or would like to implement? Pragmatic marketing, digital marketing, SEO/SEM, Google Analytics, strategic marketing, product and much more are all examples of

If for example your organization would like to implement the pragmatic marketing methodology, you need someone who understands it end to end and may have even trained others in the methodology. However, if you already use pragmatic marketing. You may just want someone that is conversant in it and understands what their role is within that ecosystem.

Once you've thought through these questions, and perhaps a few more, you should have a more precise notion of the type of marketing maven you are seeking as well as an expanded universe from which to find this talent.

If you have further questions regarding this tool, please contact us for a brief no obligation call. We would be happy to assist you.