



Marketing Hiring Your First Marketer

Fueling recruitment business growth through impactful marketing

“Recruitment marketing can transform your business...
...if you get the right hire!” - Kristie Perrotte

DOs and DON'Ts when hiring your first marketer

DO

- ❑ Understand what level of marketing support you'll receive at different experience/salary levels.
- ❑ Have an understanding of what you want marketing to achieve (likely more than TikTok videos)
- ❑ Consider what additional budget you need for technology, agencies, freelancers, etc.
- ❑ Remember that marketing is more than the colouring-in department

DON'T

- ❑ Expect you'll get a unicorn marketer in a single hire
- ❑ Hire a junior marketer without leadership support
- ❑ Forget to provide ongoing training and development
- ❑ Assume that marketing is easy - today's marketing is highly technical, competitive and data-driven

What to look for when considering candidates

Technical marketing competencies

- 1 Core digital marketing skills
- 2 Content creation and strategy
- 3 Data analysis and metrics

Commercial acumen

- 1 Understanding the market and competitors
- 2 Sales and marketing alignment
- 3 Revenue-driven marketing strategies