

TOP 5 TRAITS OF A SUCCESSFUL MARKETER

Hire A Marketing Superstar

Stuck In The Hiring Turn Cycle?

ARE YOU SICK AND TIRED OF GOING THROUGH THE HIRING PROCESS only to find out a few short months later that the candidate you hired wasn't who you thought they were? This is a common issue that costs companies thousands of dollars each year, and it is a leading reason why companies need to re-assess how they hire and qualify job candidates. We can help you solve this problem.

IQ PARTNERS is Canada's leading Executive Search & Recruitment firm. We help companies hire better, hire less and retain more. Over the past 15 years, we've interviewed thousands of marketing candidates and helped companies hire thousands of marketers. Each year, we interview or assess more than 12,000 people, allowing us to gain valuable insights into the common traits of successful job candidates.

We amassed all this experience here to help you identify the very best marketing talent.



What Does The Ideal Marketing Candidate Look Like?

What makes a successful marketer? Is it the school they attend? Training and certification? Industry experience? Or is it other intangible factors such as personality, drive, creativity, or simply having the right idea at the right time? These are questions that hiring managers have been trying to answer for years.

Hiring marketers is a unique challenge. They come in all shapes and sizes, have different areas of specialization and focus on different disciplines. Marketing is a diverse industry and candidates for marketing positions come from different types of backgrounds with countless different skill sets.

Professionals who call themselves 'marketers' might be writers, designers, strategists, graphic artists, programmers, user-experience specialists, merchandisers, promotional experts, digital gurus, SEO/SEM specialists, ecommerce marketers, demand creation, community managers, social marketers and more, making it difficult to assess and compare marketing talent.

Every time your organization fills a role on your marketing team, it's an opportunity to improve, one successful marketer at a time. Taking a look at marketing talent as a whole, there are a number of traits that successful marketers have in common.

Use the traits in this whitepaper as a checklist to assess and score potential candidates during your hiring process:



A Successful Marketer is a Trend Spotter

HAVING A STRONG STRATEGIC RESEARCHER AND INSIGHT PROVIDER IS A MUST FOR EVERY MARKETING TEAM. Successful marketers pay attention to what is happening around them and have the innate ability to understand emerging trends.

Whether through traditional focus groups, online analytics, or talking to the people on the street, a good marketer understands that successful marketing decisions do not happen in a vacuum. They know the industry, competition, and latest research. They understand that they are not just an order taker but rather an important provider of insights. Their expertise on the target consumer and marketplace are invaluable to their client's ability to stay one step ahead of competitors and always be an early adopter of industry trends.

Marketing Hiring Tip:

Do prep work in advance to get the most out of the interview.

Whether you're hiring for an SEO specialist, a designer, or any other marketing position, there are some general rules of thumb to use during the interview. Here are some of our best tips.

Avoid

Generic questions, like:

- What is your biggest weakness?
- Where do you see yourself in 5/10 years?
- Tell me about yourself.

Adopt

Questions that will garner insightful answers, like:

- Who did you report to at your last company and what would they say about you?
- Who do you go to for advice?
- Situational questions, like "Tell me about a time..."
- Tell me about the kinds of experiences you've had working in fast-growing companies.

Avoid These 4 Hiring Mistakes!

Read this IQ PARTNERS blog for more interview mistakes to avoid:

"Hey Marty – Come meet this guy in Room 3!" Rather than asking a colleague down the hall to spend some time with a potential candidate, decide upfront which stakeholders are critical to the hiring decision. Then, meet as a group to get crystal clear on which factors will define the ideal candidate, and benchmark each candidate using a common scorecard.



A Successful Marketer is a Team Player and an Astute Team Builder

GREAT MARKETERS TEND TO BE ASTUTE TEAM BUILDERS. Since marketing involves so many different moving parts (research, media, digital, social) no single person can hone all of those disciplines alone. In order to get to the best results, a great marketer recognizes they cannot be a jack of all trades and they understand the need to build teams around them who can complement their skillset and enhance the team's overall effectiveness.

This also means that great marketers need to have people skills. Being an approachable and understanding person that is easy to communicate with is the key to build a strong team that is on the same page, sees things through the same lenses, and adds to a strong organizational culture over time.

Marketing Hiring Tip:

Know the type of marketer you are looking for.

When you're hiring a marketer, you need to understand which areas of marketing your company requires. A marketing professional could specialize in anything from more traditional marketing such as print ads, magazines, and promotions, to the ever-evolving realm of digital marketing, which includes SEO, website management, online advertising, and social media. Once you know what you're looking for, you can formulate your interview questions to figure out what your interviewee specializes in.

For more
information
read:

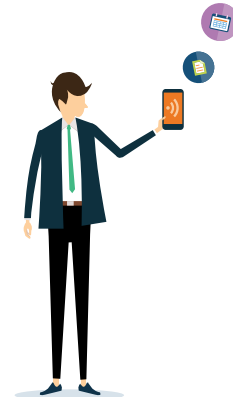
4 Overlooked Advantages of a Marketing Career

This blog excerpt explains some of the question marketers must be able to answer:

A career in marketing is appealing. To be successful, you need to be a good communicator, be able to work on multiple projects simultaneously, be creative, always be up for new challenges, and be willing to keep up with new developments in the industry.

The questions marketers need to be able to answer include:

- Which area of marketing do you enjoy and excel in most?
- Where are the most opportunities?
- Which type of marketing is best suited to your skillset?
- What direction is the industry going?
- Which area of marketing do you want to specialize in?



A Successful Marketer has a

Customer Perspective

MARKETING IS ABOUT THE CUSTOMER. Great marketers have the ability to put aside their biases and can think about and approach things through the eyes of their targeted consumer. They have the ability to design user experiences that are rooted in consumer motivation and behaviours.

They also know how to effectively relate to different audiences. Good marketers are able to quickly understand and resonate with their target audience – they know how to find out what they like, dislike, and how to present a product/service to be a solution to the problem consumers face. A good marketer will get to know the product/service they are working on inside out, so that they are effective at speaking to their audience and in the tone they need to approach them in.

Marketing Hiring Tip:

Target marketers with the drive to expand their skillset.

"If you pick the right people and give them the opportunity to spread their wings and put compensation as a carrier behind it, you almost don't have to manage them." –Jack Welch

There is no room for complacency in marketing. The best marketing professionals stay on top of their game and develop new skills as the industry continues to change and evolve at a rapid pace.

For more
information
read:

4 Simple Yet Effective Ways to Improve Your Marketing Skills

This quote from a recent IQ PARTNERS blog post discusses the importance of having your marketers having the skill to understand the customer:

The more you understand the consumer behaviour of the market you are targeting, the more effective results you will attain. You have to get into your customers' heads, understand their thought processes, what they value, the problems they have and how you can help them solve their issues.



A Successful Marketer is Innovative

THE STATUS QUO IS NEVER GOOD ENOUGH FOR SUCCESSFUL MARKETERS. They are always looking for new and innovative ways to do things, approach problems, and design campaigns that will create the best results possible. A lot of what you do in marketing is about testing, tracking, and experimentation.

Great marketers have the desire to try new things and not get complacent. However, they are not recklessly innovative. They take calculated risks and base their decision making on data and the insights they have been able to collect about an idea or campaign before green lighting it. They are always willing to test the market to see what works and what doesn't.

Marketing Hiring Tip:

Great marketers love autonomy.

When you are hiring a marketing professional, look for someone with a history of success being self-driven. Note: just because they're autonomous doesn't mean you can forget about them -- you also want to consider how to incentivize and inspire them.

For more
information
read:

4 Incentives Marketers Value Just as Much as Money

This IQ PARTNERS blog quote explains certain incentives that appeal specifically to marketers:

Top performers want autonomy and creative license. They want to be creators more than executors. Everyone wants to be the person that created an idea that went viral. You just need to provide your marketing team with the opportunity to make it happen.

Providing your team with the opportunity to develop and see an idea or strategy through will provide them with enough incentive to go above and beyond to ensure it's successful. Create an atmosphere that promotes autonomy, creativity and innovation. This can come in the form of a special assignment or giving your team the chance to voice their ideas during marketing meetings.



A Successful Marketer is a Great Storyteller

BEING A GREAT STORYTELLER IS ONE OF THE MOST IMPORTANT TRAITS OF A MARKETER. Everyone likes a good story and marketers that have the ability to create stories around products and services that resonate with customers are in high demand. The average consumer is savvy and marketers must have the ability to frame compelling ideas to motivate purchase decisions, and clearly communicate them.

Marketing Hiring Tip:

Stop looking for a marketing unicorn.

You may be looking for a marketer with the perfect intersection of soft and hard skills, like being a great storyteller AND analytics interpreter, for example. However, the market may not have what you're looking for at the moment (and at the right salary). The cost of waiting for that unicorn might not be worth it, and you may need to hire the best available resource. Be realistic about what you're looking for and who matches most of your criteria, not necessarily all of it.

For more
information
read:

8 Hiring Myths You Can't Stop Hearing About

This IQ PARTNERS blog excerpt explains one of the most common marketing hiring myths:

Some business leaders believe there is such thing as the "perfect hire" with the perfect qualifications, experience, personality, and culture fit. We call this the quest for the unicorn. Unicorn hires are not just incredibly rare, but they can be virtually impossible to attract and move. Sometimes it is in a company's best interest to hire someone who hits the mark 95% rather than face the time and money cost of waiting for that unicorn.



How Did Your Potential Candidate Score? A Hiring Checklist

Using the five traits of a success marketer outlined above, assess a potential candidate based on the following five questions:

- ☐ Are they are trend spotter?
- ☐ Are they a team player?
- ☐ Do they approach things from the customer perspective?
- ☐ Are they innovative?
- ☐ Are they a great story teller?

Assign one point per question and score them out of 5, giving you a quick tool to compare a candidate's marketing skills and fit for your organization against other candidates.

Build your marketing team, one successful marketer at a time.

It's time to put an end to your hiring turn cycle. Taking your hiring process to the next level and looking for these traits will help you gain a better grasp of what top marketing candidates look like and help you more effectively narrow your pool of candidates when hiring.

IQ PARTNERS helps companies hire better, hire less and retain more. Our clients are business builders and and corporate leaders; we are partners in their success. 96% of Candidates & Clients Rate Our Professionalism & Industry Knowledge as 'Above Average' or 'Outstanding' and 82% Of Our Clients Are Repeat Customers.

We make a difference in the lives and careers of the people we meet and in the success of the companies we work for.

Ready to build a successful marketing team? **Call us today at 1 (855) 899-4700 or send us an email to info@iqpartners.com**

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