

4 QUESTIONS TO ANSWER BEFORE HIRING YOUR NEXT DIGITAL PAID MEDIA PRO

Digital paid media professionals differ in four key areas. To set proper expectations and to perform appropriate qualification, **answer these four questions** before you hire your next digital paid media pro:



WHAT COMMUNICATIONS WILL BE CRITICAL TO THE SUCCESS OF THE ROLE?

Digital paid media roles come with communication responsibilities. Successful candidates are armed with the right skills to navigate them. A digital paid media pro may be part of a team, or they may work largely alone. They may have direct communication with stakeholders. Prior to hire, consider the needs and workflow of stakeholders. If appropriate, consider administering a written assessment.



WHAT EVANGELISM OR NEW BUSINESS RESPONSIBILITIES WILL YOUR NEW PRO HAVE?

Stakeholders can benefit from a greater understanding of digital paid media. The evangelism or new business responsibilities of a digital paid media pro can vary significantly from role to role, and from company to company. Prior to hire, determine what evangelism or new business skills and experiences will be necessary to handle the required level of influence.



WHAT HANDS-ON SKILLS WILL THEY NEED FOR SUCCESS IN THE ROLE?

A digital paid media pro might work in strategy, in campaigns, or in vendor oversight. The vast majority of digital ad pros will work in at least two of these areas. For this reason, the required hands-on skills vary significantly from role to role. Prior to hire, determine the specific hands-on skills needed for success in your role.



WHAT SHOULD THEY KNOW BEFORE STARTING & WHAT CAN THEY LEARN AFTER?

Paid media can leverage many different channels and platforms, so the necessary prior knowledge of specific channels and platforms varies. Prior to hire, determine precisely which channels and platforms must be known prior to starting the role. Then, determine what can be learned during the role.

**NEED HELP IN
BUILDING YOUR
DREAM TEAM?**

CONTACT US

(740) - 513 - 6164

teambuildersearch.com

