**Defining Your Candidate Criteria – Marketing People**

This simple process is a game-changer when it come to recruiting the right person with the right skills, experience and attitudes for your job vacancy. Follow this process and you’ll be amazed by the results.

1. **Identify your SEARCH criteria for your marketing vacancy**

**Skills | Experinece | Attitudes | Results | Competencies | Habits**

Most great marketing people share many similar traits or SEARCH criteira. Imagine the perfect person for your job vacancy is sitting at the desk opposite you doing their job really well. What would you see them doing? What are their key behaviours and actions? Also think about other people who work or have worked for your business who were a pleasure to be around - what are the attitudes that they have that make them such a job to work with? (The list below might give you some inspiration).

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| Action taker | Entrepreneurial | Planning |
| Adaptable | E-Marketing | Point of sale |
| Agency management | Excel | Presentation skills |
| Analytical | Event management | Prioritisation |
| Brief taking | Event planning | PPC |
| Budget management | Google analytics | PR |
| Client focused | Hard working | Project Management |
| Coaching | HTML | Proofreading |
| Coachable – open to learning | Influencing | Questioning skills |
| Collaborative | Integrity | Relationship builder |
| Communication | IT skills | Resilience |
| Commercially driven | Keyboard skills | Retail marketing |
| Conceptual thinking | Leadership | Self confident |
| Copywriting | Listening | Self motivated |
| Confident/self-assured | Marketing qualification | SEO |
| Creative | Market knowledge | Social Media |
| CRM | Market research | Solutions Orientated |
| Customer focused | Media buying | Sponsorship |
| Deadline focused | Motivator | Stakeholder management |
| Dealer marketing | MS Office | Strategic thinking |
| Decision making | MS Project | Strategic planning |
| Degree educated | Multi-tasking | Strong Work Ethic |
| Direct marketing | Negotiation | Systems |
| Detail orientated | Networking | Target/goal Orientated |
| Diligent | Numerical | Team player |
| Digital Marketing | Outgoing/sociable | Time managment |
| Driven | Paid search | Track record of success |
| Energetic | People Management | Website content management |
| Enthusiastic | Persistence | Website development |
| Fast moving | Proactive | Willingness to learn |
| Financial awareness | Problem solver | Work under pressure |
| Flexible to change | Process Driven | Written communication |
| Goal Orientated | Product Management | Verbal communication |

***In the table below, write down the SEARCH criteria (Skills, Experinece, Attitudes, Results, Competencies & Habits) for your marketing vacancy. List as many as you can think of.***

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**b) List your 6 ‘must have’ SEARCH criteria**

***Now go through your list and select the top 6 most important factors – in order of importance to you. These are things that you would not hire without. List these in Column 2 below.***

***Then in Column 3. Put down how you could test for each criteria at interview. See our article Interview Techniques – How to Identify Great Marketing People if you need some help.***

|  |  |  |
| --- | --- | --- |
| **No.** | **Competence / Behaviour / Skills / Location / Values** | **How to Test At Interview** |
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**c) Define your RED FLAG Criteria – people not to hire**

*When you want to recruit marketing people it's important to know how to avoid making mistakes and taking on the wrong person. Low performers or people with negative attitudes can suck the energy and enthusiasm out of everyone they interact with. It's vital to avoid hiring this type of person.*

***In the table below list of all the negative behaviours, attitudes etc that these people had.***

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**d) Prioritise your RED FLAG Criteria**

***Now go through your list and select the top 6 most important factors – in order of importance to you. These are the RED FLAGS that you absolutely want to avoid.***

*Then in Column 3. Put down how you could test for each criteria at interview. See our article Interview Techniques – How to Identify Great Marketing People if you need some help.*

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| **No.** | **Red Flag Trait** | **How to Test At Interview** |
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