

# Are you hiring a marketing person? You might need a Staff Scope™

Have you already begun the search for a new marketing director, creative director, or any kind of marketing professional?

Are you sure about the job requirements?

How do you know if the person you hire is really the right one? It can be frustrating, not to mention expensive, if you're wrong.

PURA Marketing offers an invaluable service we call a Staff Scope™. With our decades of marketing experience on both the ad agency and client side, we have a good feel for the qualifications of various marketing professionals.

We can help you define the precise job requirements before you start a cattle call. We'll help you vet the applicants. We'll even sit in on interviews with you to give you a professional perspective on your candidates.



We start the Scope with our Marketing Scrub™ to give you a quick, thumbnail view of the status of your current marketing programs. Our team of marketing and brand experts will spend a half-day session with you, going over your company's goals, its brand message, your competitive environment, and your ongoing marketing activity.

From the Scrub we'll then be able to help you not only assess your marketing staffing needs, but we'll give you some practical criteria to define the kind of talent you need to fill those needs. We'll help you define the job and interview the candidates to make sure they match up. We'll even connect you with our network of talent recruitment resources to help you cast your net across the country for the best, most affordable professionals.

So before you just hire the next warm body to handle your marketing, call or ping Cathey Armillas at PURA Marketing today to schedule a Staff Scope.

It could save one terrific case of buyer's remorse.

