MARKETING HIRING DECISION CHECKLIST

Define the work before choosing the model

Use one copy per proposed setup. Tick items after checking them and recording your answers.

Business / team:

Evaluator / date:

01 What needs doing every month?

- [ ] List deliverables, quantities, deadlines and quality expectations; separate one-off projects.
- [ ] Estimate capacity for research, meetings and revisions as well as production.

02 Which skills and business knowledge are required?

- [ ] Record existing skills, available capacity and specialist gaps; identify who owns strategy.
- [ ] Name the product, sales and customer experts who will supply information and review work.

03 Which arrangement are you comparing?

- [ ] Check an in-house role, agency scope or remote professional against the same brief.
- [ ] For remote support, confirm contract type, allocated hours, exclusivity and working-hour overlap.

Workload, missing skills and assumptions:

Compare the full cost and working arrangements

Use the same scope and 12-month period. Separate cash spending from the value of internal time.

04 Have you included every cost?

- ☐ Include setup, salary or service fees, relevant employer costs, tools and specialist support.
- ☐ Add internal oversight time; separate campaign expenses and avoid counting included services twice.

05 Who manages delivery and approves changes?

- ☐ Name the strategy owner, final approver and person authorised to change scope or budget.
- ☐ Confirm who does the work, service limits, revision allowances and charges for additional tasks.

06 Are access and continuity arrangements clear?

- ☐ Confirm appropriate business access to accounts, data, reports and agreed editable files.
- ☐ Agree absence cover, replacements, usage rights, notice periods and handover responsibilities.

12-month comparison / enter actual quotes and assumptions

Setup + staffing / service fees + employer costs: _____

Tools + specialists + oversight + campaign costs: _____

Total: _____ Cash cost: _____ Oversight hours / month: _____

Record your decision and review the results

Choose the setup that fits the work, required skills and available management capacity.

07 What evidence will show progress?

- ☐ Agree baselines, outcome definitions, reporting sources and a named person to review results.
- ☐ Separate delivery measures from audience response and commercial outcomes.

30 days	Check access, tracking, baseline figures, priorities and responsibilities.
60 days	Review quality, deadlines, approval speed, costs and reporting reliability.
90 days	Review available commercial evidence and agree actions; allow longer where needed, including SEO.

Preferred setup / tick one

☐ In-house ☐ Agency ☐ Remote professional ☐ Hybrid ☐ More evidence

Reasons, unresolved assumptions and additional support needed:

_____

_____

_____

Owner: _____ Next action: _____ Review date: _____

Decision aid only. Remote employees can be in-house; validate all costs, capacity and terms for your business.