

Introduction

An email marketing professional can take a massive burden off of your shoulders, giving you time to work on the parts of your business that you love most – but only if you find the best email marketer for your brand.

Before you even think about putting out a job ad, you need to know exactly what you're looking for. Take some time to figure out what you want in an email marketer and to develop the right interview questions. Hell, take a lot of time. You'll be much happier if you hire the right email marketer for the job the first time.

Body

Before you start hiring

Ask yourself these questions before you create a job ad:

1. How much control do I want to give up?

Do you want somebody to take over creating your entire email strategy or are you only looking for someone to write the emails themselves? This is in some ways the most important decision to make before you create a job ad, because it might change the actual job title.

2. How involved do you want them to be with the company?

This is another big question that can change both the job title and description. Decide early whether you want them in the office, working from home, or both – and how many hours you want them putting in each week.

3. What kind of experience do you want them to have?

How much experience your email marketer needs will depend largely on whether they're simply writing the emails or doing the higher level strategy work, but it's not only about the amount of experience they have, it's about the type of experience. Do you want someone who has worked with companies in your niche before? Or perhaps someone who is bringing completely fresh eyes to your industry?

Another important factor to consider is training. If you work with a complex email marketing service like Maropost, you'll need to train any email marketers who haven't used it before. For this reason you might want to include familiarity with your email marketing software as a requirement on your job ad.

The level of experience you're looking for will heavily influence how you write your job ad and what pay level you offer (you're not going to get applicants with five years of email marketing experience if you're paying minimum wage).

4. What kind of person do you actually want to work with?

This doesn't matter nearly as much if you're hiring someone to do the basic email writing from home, but if you're hiring someone to work with you on a strategic level, their personality matters.

The best way to find the answer to this question is by asking yourself who your favourite employees are currently and why you like them so much. Look for those same personality traits in your email marketer.

Conclusion/Call-to-action

Hiring will probably always be a stressful process, especially for something as sensitive as email marketing, but you can make it easier by knowing exactly what you want before you start looking.

You can find out exactly what makes a good email marketer by reading our free guide, [Making a Marketer – The Traits You Need for Email Marketing Success](#).

Metadescription

Ask yourself these questions before you start looking for an email marketer.