



Strategist or Doer: What marketing hire do you really need?

A checklist for smarter
leadership decisions.



Check each box that reflects your needs. At the end, tally up how many fall into the Strategic vs. Tactical category to guide your hiring decision.

Strategic Needs

Check all that apply:

- ☐ A leader who can align marketing with sales, product, and executive priorities and goals.
- ☐ Someone to define our marketing vision and go-to-market strategy aligned with organizational goals and build an actionable plan to bring it to life.
- ☐ Help clarifying what we want to be known for, how we talk about it, and the story we tell customers and prospects.
- ☐ Someone who can advise leadership on what “good” looks like, interpret market shifts, and recommend strategic adjustments.
- ☐ Someone to build a full-funnel strategy—not just run individual campaigns.
- ☐ Help prioritizing focus: building awareness, generating leads, refining messaging, or supporting pipeline.
- ☐ Someone to establish KPIs and build reporting frameworks that measure true marketing impact.
- ☐ Evaluate or overhaul our martech stack, tools, and data—aligned to our strategic goals.
- ☐ Leader who can adjust course as strategy evolves and keep driving direction.
- ☐ The ability to lead experimentation and long-term brand building as part of our growth strategy.
- ☐ Someone who can scale a marketing function, lead a team, and develop internal capabilities.

Tactical Needs

Check all that apply:

- ☐ Someone to write content like blogs, emails, landing pages, and case studies.
- ☐ Help optimizing website content and performance for search engines.
- ☐ An expert in configuring and managing tools like HubSpot, Google Ads, and LinkedIn Ads.
- ☐ Someone to build and launch digital campaigns—paid search, email marketing, social, and landing pages.
- ☐ Help implement account-based marketing programs and partner with sales to drive execution.
- ☐ Someone to manage performance and build reports that track campaign effectiveness.
- ☐ Someone to handle social media posting, newsletters, and email sends.
- ☐ Support with basic design, web updates, and metric tracking.
- ☐ Filling gaps in the day-to-day skills we need to fill—like design, copywriting, or website management.

Count your checkmarks:

5+ Strategic Checks

You need a Fractional CMO or VP of Marketing to build the plan.

5+ Tactical Checks

You need a Marketing Manager or Specialist to execute with speed.

Strong Mix of Both

Pair a Fractional CMO for strategy with the right doers (freelancer, agency, or hire) for execution.

Not Sure What You Really Need?

Hiring the right marketing leader is tough—and getting it wrong is expensive. Too many teams search for a unicorn who can do it all. That person doesn't exist.

Use this checklist to get clear on what you actually need—and where outside help makes sense. If you've got strategic needs but no time to waste, a Fractional CMO can help you set the direction, build the foundation, and get the right people in place.

Let's talk. I work with founders and execs to build practical, scalable marketing strategies—without the agency fluff.