OPPOSITE OF ONE ANOTHER ARE THE CREATIVE AND ANALYTICAL SIDES OF THE BRAIN. IN MOST BUSINESSES, SO ARE THE MARKETING DEPARTMENT AND IT DEPARTMENT. WHILE MARKETING DIGS INTO THE MIND OF THE CUSTOMER, INFORMATION TECHNOLOGY (IT) FOCUSES MORE ON SOFTWARE DEVELOPMENT, NEW SYSTEM FEATURES & TECHNICAL SUPPORT-FULFILLING INTERNAL REQUESTS AND SERVICE AGREEMENTS. OPPOSITE WORLDS. BUT, WHAT IF THE GAP BETWEEN THEM BRIDGED TOGETHER?

ANSWER: BUSINESSES ARE BENEFITING FROM THE CREATION OF AN ORGANIZATIONAL SYNERGY - FUELED BY A COLLABORATION OF CROSS-FUNCTIONAL “A” TALENT – POSSESSING A ‘BIG PICTURE’ VIEWPOINT ON MARKETING, IT, SALES, AND OPERATIONS CREATING A NEW EMERGING MARKET.

WHY MERGING IS NECESSARY
With new technology on the rise and social media bringing the ends of the world together, the realization of a blend between marketing and IT is becoming more evident.

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During a 2012 Gartner Research webinar, analyst Laura McLellan announced her prediction that by 2017 “CMOs will spend more money on IT than CIOs,” which makes marketing the next department to claim technology ownership. Though this pulls IT out of its main role of supporting the technical side of business systems making sure technology works for the business, it will result in IT contributing to the company’s growth where IT and marketing can share goals and outcomes. According to Fast Company, this cross-functional partnership will collaborate essentially in three main areas: mitigating risk, responsible data management, and efficient content deployment. All of this converges Marketing and IT together to create customer acquisition.

With the emergence of these two departments, the ability to hire someone who has proficiency in both areas is becoming a more common job opening. These people will act as the bridge – uniting the differences – resulting in the optimization of both business goals and internal functions.

BRIDGES CAN BE BUILT
“Blended” positions are a growing new trend intended to fill specialized roles in companies where new technology is introduced to support several to possibly all lines of business. These positions often require a more in-depth search process to discover candidates with multiple areas of expertise. While hiring locally may be the goal, it may result in the need to expand to a nationwide search to obtain “A” talent. With a national recruiting center, in addition to the Greater Charlotte Area historical expertise, AccruePartners welcomes the challenge to identify new levels of human potential—especially while discovering individuals who match those customized, blended roles of Marketing and IT.

AccruePartners begins its process by partnering with the client to identify the wants, needs, and desires (WNDs) for the position. Subject matter experts, who are specialized by discipline, are also included in this first stage. SME’s from Marketing and IT Recruitment have different perspectives that are necessary in order to fully understand the variety of qualifications desired to satisfy the blended position. As a team effort, AccruePartners’ seasoned professionals search for potential candidates to discuss the client’s WNDs and ultimately see what solutions those individuals each can offer. Candidates who are perceived as quality technical and subjective matches advance to the next stage of AccruePartners’ 19-Point Process. Prospective candidates are brought in for a face-to-face interview(s) with the recruiters or for nationwide candidates technology is deployed for video interviewing. This phase is necessary to elaborate further on the applicants’ expertise in all areas of the blended position and also to feel if that candidate harmonizes with the client’s company culture, fit, attitude, and views and principles. As the list whittles down to the last few who meet the criteria, AccruePartners then vets them to the client – one of whom will become the newest addition as well as the bridge to unite several departments.

THE BRIDGE WE BUILT
ViewPointe, a leading private cloud service provider, recently approached AccruePartners with the task to fill its newest, completely customized position that included elements of IT, digital marketing and traditional marketing. Aiming to bridge the gap between automation and online marketing, the challenge was to not only satisfy those elements but
also identify an employee with a thorough knowledge of Salesforce and Marketo (a program used for marketing automation). Originally looking to hire locally within the Charlotte region, ViewPointe had to re-strategize after finding that competitive intelligence research conducted by AccruePartners on the available candidate pool only came up with six people in the country that had those unique set of skills. So to obtain the ideal candidate, they hired AccruePartners to initiate a nationwide search.

Building this bridge for ViewPointe was a group effort between both parties. In order to fully grasp the views and values of the company, AccruePartners invited John Gwynn, Human Resources Director, and Janelle Nash, Marketing Manager for a discussion. From this initial meeting, AccruePartners gained an in-depth perspective on the company’s compelling history, journey of recent growth, and the outstanding benefits of being part of ViewPointe’s corporate culture. Their insights allowed for a fuller understanding of how the ViewPointe team operated on a day-to-day basis and the ideal candidate who would fit into that culture. Together, their views expressed the need for this new, blended position that would bridge Marketing and IT skills.

Also included in the conference were recruiters from AccruePartners’ Marketing and IT divisions. Their different perspectives exhibited variances in culture, skill set standards, and overall experiences which proved to be beneficial in the process. With each department’s goals overlapping, it became evident exactly how one could not perform without the aid of the other. This collaboration is what allowed AccruePartners to find the perfect set of skills that was needed to obtain and uphold the standards of ViewPointe’s open position.

Throughout the vetting process, AccruePartners team of recruiters took a two fold approach of targeting marketing candidates with IT skill sets and simultaneously searching for IT skill sets with a marketing bend. The recruitment team filtered through numerous recruits and narrowed the numbers down. Hundreds of emails were sent to potential qualified individuals, followed by dozens of phone screenings and multiple in-person interviews. It wasn’t until AccruePartners chose their top seven candidates that those individuals were vetted to ViewPointe. Of the seven potential candidates, four were selected for phone interviews to further discuss each of their backgrounds and technological qualifications. It was through these phone interviews that ViewPointe found the applicant that was “just right” for the position. This chosen candidate went through four total rounds of interviews blended over IT, Marketing and Human Resources over a four week span. The final in-person interview ending with an in-person group interview involving previous interviewers and the Sr. VP of Corporate Strategy and Marketing.

“The Bottom line was that marketing needed a technology partner to deliver the solutions to reach consumers and enable customer data integration analytics”

Ramon Biaz, CIO of Kimberly-Clark

A follow-up with ViewPointe granted AccruePartners the opportunity to learn about the candidate’s smooth transition into the “blended” role. The quick response and speed during the screening and filtering processes resulted in a perfect match to the blended position’s elements and requirements as well as to ViewPointe’s cultural values. John Gwynn expressed to AccruePartners that the collaborated conference and the search process from AccruePartners’ “pursuit of the perfect candidate” to ViewPointe’s final hiring decision was terrific. The candidate placed also found the perfect blended role for her marketing and IT profile that appears to have created a new career path as her career unfolds to the future of Marketing and IT.

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