

SERVICES

Contract

Short or long term contractors embedded into your team to perform a specific role.

WHO IT'S FOR

Companies looking for a strategic partner to guide them on which marketing roles are needed and to augment their teams with talent focused on driving business outcomes.

WHEN TO USE IT

- The work your team is doing calls for a subject matter expert to be embedded into your team for a defined period of time
- You're looking to augment your current internal staff due to changes in workload (e.g. product launches, seasonal business changes, large scale initiatives)
- You have a team member who is going on parental or sick leave and other staff cannot take the workload on during this timeframe
- You need the role now, but you're uncertain whether there's a long-term opportunity
- Business circumstances don't allow for an FTE, but there's critical work to complete

HOW TO PREPARE

Partner with an Antenna Client Development Director to guide you through these important steps:

- 1 Develop a brief overview of the business situation and duties of the role
- 2 Consider the key qualities you are looking for in an embedded contractor knowing your business culture and the work at hand
- 3 Gain management buy-in for outside contract support
- 4 Define the screening process

Contact Erik Voge at Antenna to get connected with a contract marketer today.



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