

# Marketing Operations: Full-Time Staffer or Temporary Contractor?

When you need new expertise for your marketing operations, should you add a full-time staffer or hire a temporary contractor? Questions to ask yourself:

Full-Time Staffer

Temporary Contractor

Does your current team lack needed skills in a specific area because of ongoing growth or a new client?



If you need those skills because of a new client, how long will you be working with this client? If your contract with the new client is relatively short term, will you need that expertise on your full-time team after the client is gone?



Do you need someone with specific expertise to build a new structure and process for your team (for Facebook advertising and analytics, for instance)? If so, will you need that ongoing expertise after such a specialist builds the new structure and process? Or can your current team do the ongoing work after the launch?



Do you need a person with skills in several specific areas to help round out your team? Would that person make a valuable permanent hire?

