Role

Persona

Position	Salary	Creative	Execution	Analytical	Alternate Roles
Copywriter	$40 - 90k				Public Relations, Social Media
Web Designer	$35 - 60k				Web Programmer, Print Designer
Web Programmer	$40 - 60k				Web Designer
Print / Brand Designer	$35 - 60k				Web Designer
Internal / Company Marketing	$40 - 80k				Social Media
Marketing Strategist	$70 - 100k+				Copywriter, Internal Marketing, Social Media, SEO, Event Marketing, PR
Event Marketing / Trade Shows	$50 - 70k				Social Media, Public Relations
Social Media	$30 - 70k				Public Relations, Copywriter
Search Engine Marketing / SEO	$50 - 90k				Social Media
Sales / Networking	$40 - 100k+				
Public Relations	$50 - 100k				Social Media, Event Marketing, Copywriter
Market Research	$70 - $100k+				Marketing Strategist

How to use this guide: First, determine the primary role you need in your business. Then, determine the primary persona for this position (Creative, Execution, or Analytical). Under the primary persona column, list the key functions of the position. If you have secondary persona needs, list the job duties associated with that persona. Remember: pick no more than 2 personas per role.

If you're looking to hire an employee to fill multiple roles, first make sure that the roles are listed in the "alternate roles" column of the primary job you're hiring for. Also, make sure that your secondary role's persona aligns with the primary position (in other words, if you hire a creative persona for one position, the employee's focus will most likely be creative in their secondary role).

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