

ROLE-FOCUSED ASSESSMENTS

# Marketing – Hiring



## Help Your Marketing Organization Adapt, Evolve, and Lead Through Change

Future-proof your organization with our new, Industry Specific Assessment Tool: **Marketing – Hiring**

Artificial Intelligence (AI) is reshaping how marketing work gets done, widening the gap between the skills modern marketing organizations need and the capabilities they have today. As channels, tools, and customer expectations evolve with unprecedented speed, traditional approaches to building and scaling marketing talent is struggling to keep up.

Pearson's research program identified the high-impact skills that best predict success in fast-moving, disruptive marketing environments. The Marketing – Hiring Assessment helps you measure these essential capabilities and accelerate their development across your marketing organization.

### Marketing – Hiring Benefits

- Short – Approximately 30 minutes
- Measures skills critical to success today
- Reliable, predictive scores
- Sophisticated technology mitigates faking and cheating behaviors
- One test suitable for a wide range of jobs and ability levels
- Enables informed talent acquisition decisions

### Languages

US English

### Norms

General Population

## Our innovative Marketing – Hiring Assessment measures the following:

- 1 Achieves Goals** – Setting and achieving challenging goals; working hard; persisting in the face of significant obstacles; striving to produce high quality work.
- 2 Adapts to Change** – Easily and effectively handling change; adapting behavior in response to new information, changing conditions, unexpected obstacles, or specific norms; working effectively with many different types of people, situations, and constraints.
- 3 Complies with Rules and Regulations** – Demonstrating honesty and trustworthiness; trying to do what is right and ethical; following rules, laws, regulations, policies, and procedures; accepting authority.
- 4 Cooperates with Others** – Valuing agreement, consensus, and cohesiveness in interpersonal interactions; being responsive to others' needs, providing information and assistance to meet those needs.
- 5 Develops Rapport with Others** – Seeking out a variety of social situations, including those requiring tact and/or discretion; being sociable, warm, likable, and cooperative; being easy to work with.
- 6 Pays attention to Detail** – Being thorough, precise, and organized while working; establishing and tracking details; spotting minor imperfections or errors and taking action to correct them.
- 7 Takes Responsibility for Actions** – Being reliable, well organized, orderly, and planful; holding self accountable for results and deadlines, accepting responsibility for mistakes.
- 8 Understands Others** – Recognizing and understanding others' states of mind or emotions; demonstrating compassion toward others; taking care of others in need.
- 9 Formal Reasoning** – Using a structured approach to thinking by applying rules and logic to reach sound conclusions; assessing ways to use information while working within constraints to solve problems.

Contact us to explore how Pearson's suite of assessments can future proof your workforce.

## Take the next step

Pearson helps enterprises build future-ready workforces through integrated talent planning, talent sourcing, and talent development solutions. With global reach and expertise in AI and learning sciences, Pearson enables organizations to identify strengths today and develop the talent they need for what's next.

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