# CREATIVE CIRCLE®

HIRING IN THE AGE OF AI: A CHEAT SHEET

It's a new age, and you need the right team to make sure your marketing or creative department doesn't get left behind. Here are the top roles and skills to look for in the era of artificial intelligence.

Top roles to hire for:

1. **Project Manager:** Implementing AI is like any other major company project — complicated, messy, and difficult. You need someone to set goals, assign responsibilities, establish checkpoints, communicate to stakeholders, and make sure your initiative doesn't flounder.

2. **Digital Designer:** Routine tasks like formatting and resizing can now be easily automated, and tools like DALL-E instantly visualize any idea. Talented designers will use these tools to provide more, higher quality, and more personalized designs for every need.

3. **Brand Manager:** With all these shiny new tools at your disposal, it's more important than ever to protect your brand. A good brand manager will ensure everything you put out stays centered on what's most important.

4. **Content Strategist:** Generating content is quicker and easier than ever. But where should you be posting? How often? How do you tweak your tone for different audiences? A content strategist will guide these decisions.

5. **UX Designer:** No matter how futuristic life becomes, your customers still need to experience your website, app, product, and brand in a way that feels simple and seamless. A UX designer will keep that top-of-mind.

HERE ARE THE TOP THINGS TO LOOK FOR WHEN EVALUATING NEW TALENT FOR YOUR MARKETING OR CREATIVE TEAM IN THE AGE OF AI.
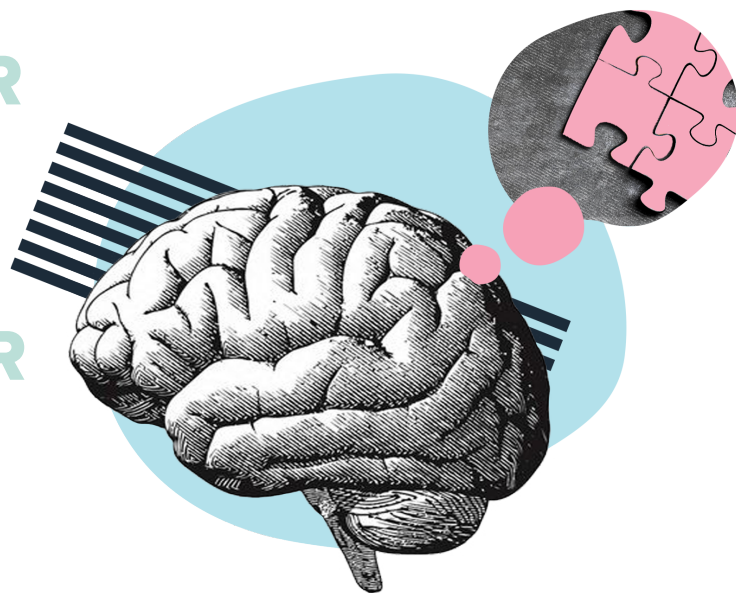
Top soft skills to evaluate in interviews:

- **Creativity:** Creative minds are already using AI in unexpected ways. Look for candidates who have a history of creating original programs and discovering new possibilities in previous roles.
- **Initiative:** You want teammates who challenge assumptions, push the envelope, try new things, and fail fast. Go for it!
- **Adaptability:** The world is changing fast — and your industry is along for the ride. You need agile talent that can learn quickly, recognize sunk costs, and change plans on a dime.
- **Foresight:** We're already seeing stories of unforeseen disasters from the careless use of AI. Hire people who won't put your company in that situation.
- **Curiosity:** The best teams will be constantly reading, discussing, experimenting, and learning about AI's evolving capabilities and pitfalls. Curiosity keeps you on the cutting edge.
- **Communication:** This stuff is complicated. Good teammates will understand how to use AI, but the best ones will understand how to communicate about it to their colleagues and customers.
- **Empathy:** You may be working more and more with machines, you're still selling to humans. Empathetic team members will keep their customers' joys, frustrations, challenges, and motivations top of mind.

Top hard skills to search for in job descriptions:

- Data analysis
- Marketing automation
- Optimization
- Personalization
- Predictive analytics
- Data visualization
- Brand alignment
- Machine learning
- Product design
- Market research
- Natural language processing
- A/B testing
- ROI analysis
- Application development
- Brand consistency and visibility

YOU DON'T JUST NEED NEW ROLES TO FULLY TAKE ADVANTAGE OF ARTIFICIAL INTELLIGENCE — YOU NEED THE RIGHT KINDS OF PEOPLE IN THOSE ROLES.

GLOSSARY OF CURRENT POPULAR AI TOOLS

Visuals

- **DALL-E:** produces images from text prompts
- **Beautiful.ai:** presentation design
- **Canva:** designs creative assets
- **MidJourney:** creates images from text descriptions
- **Khroma:** creates color palettes
- **AutoDraw:** Google drawing tool
- **Let's Enhance:** fixes low resolution photos
- **Looka Logo Maker:** designs brand identities
- **VisualEyes:** feedback on designs and suggests areas for improvement
- **Scribble Diffusion:** illustrations and animations
- **Fontjoy:** creates font pairings

Copy / Content

- **ChatGPT:** can assist with copy and code
- **Jasper AI:** copywriting
- **Surfer SEO:** SEO content writing
- **Writer.com:** content writing for teams
- **Hemingway app:** for content editing
- **Grammarly:** for content editing

Marketing

- **Chatfuel:** chatbots
- **Albert.ai:** for digital advertising
- **Headlime:** for landing pages
- **Userbot.ai:** conversation management
- **Browse AI:** for scraping web pages
- **Algolia:** for search and recommendation APIs
- **Reply.io's AI Sales Email Assistant:** for email replies
- **Brand24:** for media monitoring
- **Influencity:** for influencer marketing

Misc.

- **Uizard:** creates high quality web apps
- **Galileo:** builds and launches web apps without writing code
- **Zapier:** for automating tasks

CHATGPT AND GENERATIVE AI USE CASES

Content Creation:

- Ad copy
- Research
- Blog posts
- Video scripts
- Press releases

Social Media Management:

- Content calendars
- Social Media posts
- Analysis of customer behavior Trends

Customer Service:

- Chatbots
- Personalization
- Question answering

Email Marketing:

- Subject line optimization
- A/B testing
- Segmentation
- Content Writing

Search Engine Optimization:

- Meta tags and meta descriptions
- Keywords
- Link generation

Market Research:

- Conducting surveys
- Analyzing feedback
- Competitive analysis
- Text summaries
- Create target lists
- Nurture leads / Lead scoring