

# The Marketing Employee Experience Bill of Rights

*Related to each of the areas of employee experience, I [the leader to whom marketing reports] shall:*

## ARTICLE 1

### Cultivate a positive relationship between marketing and leadership

I shall treat marketers as significant contributors to the business and advocate for their work to leadership and my peers. Their contributions will be regarded as coming from highly skilled, highly valued members of the organization and treated with the same level of consideration.

## ARTICLE 4

### Commit to supporting the marketing operation without exceeding its capacity

I shall ensure marketers have clarity on their roles and responsibilities, have interesting and impactful work along with the resources they need to succeed. I shall ensure those responsibilities never exceed the work reasonably expected from one person or one team.

## ARTICLE 7

### Pursue content marketing with a purpose, never random acts of marketing

I shall hire those who are not only passionate about what they do but refuse to let things stay the way they are. I shall never get in the way of new ideas that push our common purpose forward. I will stick with one plan of action and see ideas through.

## ARTICLE 2

### Prioritize teamwork and harmony over competition

I will prioritize the cross-collaboration between teams to increase morale and effectiveness. I will never undermine marketing's value in the eyes of other members of the organization.

## ARTICLE 5

### Prioritize quality and flexibility over speed and quantity

I shall never micromanage marketers, instead trusting them to solve problems with content. I shall give the marketing team the time and space to create the best work they can, and allow them to feel supported enough to prioritize quality over speed and quantity.

## ARTICLE 8

### Support marketing with the technology and tools they need

I shall not add unnecessary tech to our stack (or cut irreplaceable ones), let inefficient processes stand, and get in the way of creative workflows. I shall ensure the marketing teams have the technology, tools, and processes they need to succeed.

## ARTICLE 3

### Create a social climate that makes employees feel like they belong

I shall create a hiring process that not only prioritizes equity but encourages folks of diverse backgrounds, cultures, and values to apply. I know that diversity, equity, and inclusion offer richness to our content and to our company culture that are integral to our success.

## ARTICLE 6

### Reward the skills of my employees and offer them opportunities for growth

I shall support the work of the marketers by ensuring they are paid a living wage and receive the benefits they deserve. I shall support their efforts to go above by offering incentives that show them how much they are valued. I shall create a clear path of growth in their roles.

## ARTICLE 9

### Create physical environments that protect my employees from burnout

I shall prioritize the preferences of my marketing team—whether they are best at home, in coworking spaces, coffee shops, or an office. I will allow space and time for creativity because marketers need it to do their best work.

*We collectively believe the above statements to be true and we commit to cultivating a marketing operation that allows everyone to feel incredibly good while creating incredibly good marketing.*

TODAY'S DATE

SIGNATURES

