training code: DM-B2B / Building _Scaling / EN

Building and Scaling Marketing Teams

The “Building and Scaling Marketing Teams” training is a closed, dedicated training and workshop program designed for companies that are developing or restructuring their marketing teams. The goal of the training is to design an effective marketing team structure, clearly defined roles and responsibilities, and processes that support scaling without chaos or burnout.

The program focuses on real organizational challenges: from selecting the right marketing team structure at different stages of a company’s growth, through recruitment and onboarding in a remote model, to competency mapping, setting KPIs, and building a culture of ownership and accountability. Special emphasis is placed on asynchronous communication, collaboration within hybrid and remote teams, and practical ways to prevent overload and burnout in marketing teams.

Training recipients

The training is intended for marketing leaders, Heads of Marketing, CMOs, founders, and HR teams working closely with marketing departments.
The program is designed for organizations that are building or scaling marketing teams in remote or hybrid environments and want to structure their team organization, competencies, and ways of working in a way that supports the company’s long-term growth.

Benefits

- A marketing team structure aligned with the company’s stage of growth
- Clear roles, responsibilities, and areas of ownership

- Improved recruitment and onboarding processes in a remote work model
- A transparent competency map within the marketing department
- More effective KPIs aligned with business goals
- More efficient communication and collaboration in remote and hybrid teams
- Reduced risk of burnout and organizational chaos

Training program

1. Marketing Team in the Context of Company Growth
- Stages of organizational growth and the needs of the marketing team
- The most common challenges in scaling marketing

2. Marketing Team Structure
- Structural models (generalist vs. specialist)
- When and who to hire
- In-house teams, outsourcing, and freelancers

3. Recruitment and Onboarding in a Remote Model
- Designing the recruitment process
- Verifying marketing competencies
- Effective onboarding in remote teams

4. Competency Mapping and Team Development
- Key competencies in modern marketing
- Identifying competency gaps
- Development plans and feedback

5. KPI, Responsibility, and Ownership
- Defining KPIs linked to company goals
- Team and individual accountability
- Avoiding “blurred” responsibility

6. Communication and Collaboration in Remote and Hybrid Teams
- Asynchronous communication in practice
- Tools and team rituals
- Collaboration between marketing and other departments

7. How to Avoid Burnout and Chaos
- Signs of team overload
- Prioritization and energy management
- Building a healthy work culture

8. Implementation Recommendations
- Key organizational changes
- Quick wins and next steps
- A plan for further scaling the team

Expected preparation of the participant

Participants should have an understanding of the current marketing team structure, role responsibilities, and the team’s way of working within their organization.

Duration

2 days / 12 hours

Language

Training: english
Materials: englisg