

## CASE STUDY

### Tracking for Top Talent

#### *A Leading Washington D.C. Association Relies on TorchLight to Round Out its Integrated Marketing Team*

##### **The Business Challenge:**

A Washington association had built an efficient integrated marketing team and turned to Torchlight, one of the D.C. region's leading marketing and communications search and staffing firms, for help when the organization re-allocated its staff resources. The client's team had been operating for several years with a full-time staff and the tools and processes in place to run the department, but after the reorganization, there was no longer the headcount to make it happen. Along with a new set of responsibilities and a new team to manage, the client simply didn't have time to devote to recruiting new integrated marketing talent.

##### **The TorchLight Connection:**

Because the client had limited resources but needed help immediately, TorchLight recommended the client consider hiring a contract employee for a period of time. After assessing the client's specific needs, TorchLight's experienced team of marketing recruiters presented a slate of marketing contractors with the right mix of skills, background and personality to round out the team.

##### **The TorchLight Results:**

Within a week, two contractors were retained to work with the client full time and have each been there for more than a year and counting. Their strengths have helped further boost this DC-based team's reputation as the go-to source for integrated marketing expertise.

"Both of our Torchlight consultants are marketing rock stars who came in, got the lay of the land extremely fast and began adding value right away," says the client. "They have since won legions of fans due to their marketing acumen, superlative collaborative skills, and great personalities. What's more, each of the Torchlight consultants is such a quick study, and is so flexible and open to taking on new work, that I can toss them any project and know it will get done superbly, on time, and – best of all – with minimal guidance needed from me!"

Adds the client: "I'm thrilled to recommend Torchlight to other Washington, D.C. marketers with staffing needs."