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Marketer Competencies

Analytics (Information / Data Analysis)

Uses high quality customer and market information to inform and guide business and marketing strategies. The use of analytics which enables marketing and the organisation to develop key customer and market insights. The value of analytics, in segmenting the customer base and developing the required strategies for targeting brand and promotional communications to potential and actual customers. Using data analysis to evaluate the success of key marketing initiatives by measuring performance, using key business measures such as return on investment (ROI) and seeking to assess the impact of specific marketing initiatives on overall business performance.

Competency Evidence	Indicative Behaviours	Suggested Career Stage
1 Basic	<ul style="list-style-type: none"> Familiar with and uses the organisation's information systems to extrapolate and interpret relevant customer, service and market information. Uses this information to guide the marketing planning process, develop significant customer insights, segment the marketing and potential customer bases and to inform, customer promotional and brand communication. Understands the range of metrics used to measure value and effectiveness. Can use analytics to review the business impact of key marketing activities. 	1 2
2 Developing	<ul style="list-style-type: none"> Develops and implements an effective analytics strategy for the marketing function and to inform strategic planning across the organisation. Leads the marketing planning process, using high quality market and customer information, gleaned from a robust analytics process. Works with cross functional teams to ensure that the organisation is gathering good quality information and that the analytics process addresses its overall information needs. 	3
3 Solid	<ul style="list-style-type: none"> Leads the analytics strategy for the organisation and makes a significant contribution to the marketing and strategic planning processes. Makes the business case to the executive team and the board to make the required investment in order to implement the agreed analytics strategy. Highly influential and credible in providing customer and market insights, to inform and improve the quality of decision making, across the organisation. 	4
4 Strong	<ul style="list-style-type: none"> Expertise in analytics and makes a strong contribution to executive team and board, problem solving and decision making. Ensures that the power and benefits of effective analytics is shared across the organisation and is not restricted to marketing. Influences the organisation's ICT strategy, to ensure that there is the technical capability to manage and mine big data and that the business can make effective use of relevant information from different sources. Strongly supports the organisation's capacity to exploit analytics, by ensuring that the overall strategy meets the organisation's strategic information needs. 	5
5 Exceptional	<ul style="list-style-type: none"> Drives the development of an effective analytics strategy across the organisation. Seeks to build a strong information culture, as a key driver for overall business success. Provides the overall vision in order to achieve board level commitment to an effective analytics strategy and the commitment to embed the necessary culture. Provides clear leadership across the organisation and demonstrates the power of analytics to drive effective problem solving and strategic decision making. 	6 7