

## 02

## Marketer Competencies

### Brand (Strategy, Development, Managing and Positioning)

Capacity to develop an effective brand strategy which defines what the brand stands for and sets out the brand's personality and competitive positioning. The ability to implement the agreed brand strategy, deliver on the brand promise, create brand guidelines, manage the brand's development, assess brand performance and adapt the chosen strategy as required, to drive business success.

Competency Evidence	Indicative Behaviours	Suggested Career Stage
<b>1</b> <b>Basic</b>	<ul style="list-style-type: none"> <li>Contributes to the development of an effective brand strategy. Makes a strong contribution to the implementation of the agreed strategy.</li> <li>Works to protect the development of the brand and develops clear guidelines and puts in place the required processes to ensure these are followed across the organisation.</li> <li>Identifies the relevant metrics and gathers the required information to assess brand performance. Inputs this information into the marketing and business planning processes.</li> </ul>	<b>1 2</b>
<b>2</b> <b>Developing</b>	<ul style="list-style-type: none"> <li>Develops the required implementation plans to deliver on the required brand positioning and brand promise</li> <li>Works to manage the development of the brand and executes on the agreed implementation plan to achieve brand management objectives.</li> <li>Ensures that the brand strategy is clearly aligned with the overall marketing strategy.</li> </ul>	<b>3</b>
<b>3</b> <b>Solid</b>	<ul style="list-style-type: none"> <li>Overall marketing responsibility for the effective management of key brands.</li> <li>Makes the business case across the organisation for the overall brand strategy and to ensure that the brand guidelines are supported and followed by the business.</li> <li>Responsible and accountable for brand performance and to ensure that marketing delivers on the agreed brand promise and positioning.</li> </ul>	<b>4</b>
<b>4</b> <b>Strong</b>	<ul style="list-style-type: none"> <li>Develops the brand strategy and ensures that the strategy is closely aligned with the organisation's business and marketing strategies.</li> <li>Strategic ability to address significant brand challenges. The ability to persuade the executive team to provide the required resources to deliver brand success.</li> <li>Ensures the overall brand strategy can be adapted to reflect changing customer or market conditions and to respond effectively to significant brand performance issues.</li> </ul>	<b>5</b>
<b>5</b> <b>Exceptional</b>	<ul style="list-style-type: none"> <li>Provides the vision and the strategic insights to champion the importance of developing an effective brand strategy, to drive sustainable business success and to create brand equity.</li> <li>Persuades and influences the board and the executive team, of the power of brands, in driving and fostering customer engagement and customer loyalty.</li> <li>Ensures that brand building knowledge, capability and expertise is transferred from marketing to other functions, across the organisation.</li> </ul>	<b>6 7</b>