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Marketer Competencies

Customer and Marketing Centric (Commercial, Data Focused)

Leads a process of change within the organisation, to allow the business to become more customer and marketing centric as a primary driver of achieving commercial success and competitive advantage. The use of customer data and analytics to more effectively manage the customer relationship. Uses customer insights to better understand customer priorities and needs. Uses these customer and market insights to underpin and guide effective marketing and to drive overall business success.

Competency Evidence	Indicative Behaviours	Suggested Career Stage
1 Basic	<ul style="list-style-type: none"> Understands the need to have strong customer insights as a key foundation of an effective business and marketing planning process. Capacity to gather customer feedback and develop insights from customer data and research, as a basis for implementing effective marketing initiatives. Clear ability to identify key internal consumers and other important stakeholders for marketing, across the organisation. Seeks to promote the value of successful marketing (fulfilling customer needs) as an integral part in achieving of overall business success. 	1 2
2 Developing	<ul style="list-style-type: none"> Works to make the customer and fulfilling their needs as central to overall business thinking across the organisation. Ensures that customer insights and strategic marketing insights are key elements, to influence the development of the organisation's overall strategy. Understands the needs of customers and seeks to ensure that marketing develops products, services and other value propositions, which best address those needs. 	3
3 Solid	<ul style="list-style-type: none"> Ensures the business delivers on its service commitments and brand promise(s) and seeks to track customer perceptions of service quality, at all relevant touch points. Develops and implements business and marketing strategies, in which the customer and fulfilling customer needs (at a profit) are key foundation stones. Uses customer insights to drive key marketing initiatives, such as; new product development, proposition development, pricing and product and service delivery. 	4
4 Strong	<ul style="list-style-type: none"> Becomes a role model in championing the customer across the organisation as key drivers of competitive advantage and the long-term profitability of the business. Advocates on behalf of the customer, in ways which are consistent with the long-term business and commercial objectives of the organisation. Seeks to build long-term customer satisfaction as a key driver of customer loyalty and to create sustainable and profitable customer relationships. Promotes the value of effective customer information and an effective CRM strategy across the business, as key drivers of sales and service success. 	5
5 Exceptional	<ul style="list-style-type: none"> Lead a process of change within the organisation, to allow the business to become more customer and marketing centric, as a basis for sustainable commercial success. Expert in providing strategic customer and marketing insights to the board, as a means of shaping overall business strategy. Leverages breakthrough thinking with regard to a customer and marketing focus, from other sectors and industries. 	6 7