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Marketer Competencies

Digital Marketing (Strategy; Capability and Integration)

Ability to develop a highly effective digital marketing strategy and leads and directs implementation. Uses strong market and customer insights to guide the strategy and deliver high impact digital campaigns, which supports the achievement of marketing and sales objectives. Works with external digital agencies to develop highly successful campaigns which produces the required business impacts. Strong expertise in the component elements of digital marketing overall, to deliver effective campaigns. Ensures that the overall approach to digital marketing, is consistent and fully integrated into the overall business and marketing strategies.

Competency Evidence	Indicative Behaviours	Suggested Career Stage
1 Basic	<ul style="list-style-type: none"> Develops a strong ability to implement digital marketing campaigns, making a strong contribution as part of a high-performance marketing operations team. Has the energy, drive and resilience to overcome operational obstacles in implementing successful digital campaigns, which deliver clear results and business impacts. Works effectively with key internal stakeholders to achieve “buy in” and support for digital marketing. Seeks to co-ordinate the efforts of the relevant functions within the organisation, to ensure that the digital campaigns achieve their objectives. 	1 2
2 Developing	<ul style="list-style-type: none"> Strong understanding of the digital strategy making process and makes a strong contribution to the development of successful digital campaigns. Strong ability to integrate digital marketing with more traditional marketing, in order to deliver the most effective possible approach. Works with internal stakeholders and external digital partners to develop successful digital marketing campaigns, which are high impact, high quality and deliver results. Uses marketing analytics and strong customer insights to inform the digital strategy, which delivers high impact campaigns and achieves the marketing and sales objectives. 	3
3 Solid	<ul style="list-style-type: none"> Strong ability to select high quality external digital partners and a capacity to effectively brief partners and performance manage agency outputs. Ensures that key marketing digital campaigns are closely aligned with marketing strategy and with the overall brand(s) strategy. Comprehensively reviews each campaign, to assess the marketing and business impacts. Following review, makes the required changes in approach to improve overall business impacts and to achieve the best return possible for the resources deployed. 	4
4 Strong	<ul style="list-style-type: none"> Works with the executive team, to promote the value of successful digital marketing, as a means of driving business growth and achieving clear marketing objectives. Builds digital marketing capability, by transferring skills and expertise to team members and also by bringing in additional talent, as required. Creativity and digital expertise to inspire ideas generation and to motivate external digital partners, to excel in the quality and impact of the campaigns which are delivered. 	5
5 Exceptional	<ul style="list-style-type: none"> Highly influential and persuasive with the board and the executive team, to provide the required resources to fund an effective digital marketing strategy. Makes the business case for key digital marketing campaigns as a means of driving sales, growing customer loyalty and building brand equity. Provides assurance to the board, that the organisation’s digital strategy represents a good return on investment and delivers the required business impact. Ensures that all digital campaigns reflect the organisation’s values and comply with all relevant regulation. 	6 7