

## 09

## Marketer Competencies

### Marketing Campaigns/Communications

(Advertising; Brand Building; Online Presence)

Ability to develop successful marketing campaigns and leads and guides implementation. Uses strong market and customer insights to inform strategy and to deliver high impact campaigns, which achieve clear marketing and sales results. Works well with external agencies to develop highly creative campaigns, which achieve the required business impacts. Strong expertise in the key campaign elements, including: analytics, brand development, research, advertising, digital marketing, sponsorship, direct marketing, promotional activities and consumer PR. A strong marketing communications capability and an ability to develop the best approach to effectively communicate to customers and other key audiences.

Competency Evidence	Indicative Behaviours	Suggested Career Stage
<b>1</b> <b>Basic</b>	<ul style="list-style-type: none"> <li>Develops a strong ability to implement successful marketing campaigns, making an impactful contribution as part of a high-performance marketing team.</li> <li>Energy, drive and resilience to overcome operational obstacles to implement successful marketing campaigns, which deliver clear results.</li> <li>Works effectively with key internal stakeholders to achieve “buy-in” and support for key marketing initiatives. Seeks to co-ordinate the efforts of the relevant functions, to ensure each campaign deliver strongly for the business.</li> </ul>	<b>1 2</b>
<b>2</b> <b>Developing</b>	<ul style="list-style-type: none"> <li>Develops a good understanding of the marketing communications process and can make a strong contribution to the development of highly effective campaigns.</li> <li>Has a strong ability to deliver highly successful marketing campaigns, which are high impact, high quality, delivered on time and within budget.</li> <li>Works effectively with internal stakeholders and external creative partners in order to develop highly effective campaigns.</li> </ul>	<b>3</b>
<b>3</b> <b>Solid</b>	<ul style="list-style-type: none"> <li>Strong ability to select high quality external creative partners and a capacity to effectively brief partners and performance manage external agency outputs.</li> <li>Ensures that key marketing campaigns are closely aligned with the marketing strategy and with overall brand strategy.</li> <li>Comprehensively reviews each campaign to assess its marketing and business impacts. Following review, makes the required changes in approach to improve overall impacts and to achieve the best return possible for the resources deployed.</li> </ul>	<b>4</b>
<b>4</b> <b>Strong</b>	<ul style="list-style-type: none"> <li>Works with the executive team, to promote the value of high impact marketing campaigns as a means of driving business growth and success.</li> <li>Builds the creative and marketing communications expertise, by transferring skills and expertise to team members and also by bringing in external talent, as required.</li> <li>Has the creativity and campaign expertise to inspire the internal ideas development process and to motivate external creative partners, to deliver high quality campaigns.</li> </ul>	<b>5</b>
<b>5</b> <b>Exceptional</b>	<ul style="list-style-type: none"> <li>Can persuade the board and the executive team, to provide the necessary resources to fund the overall strategy and to produce high quality campaigns.</li> <li>Makes the business case for key marketing campaigns as a means of driving sales, growing customer loyalty and building brand equity.</li> <li>Provides assurance to the board, that the campaign development process, provides a good return and delivers the required business impact. Ensures that each campaign reflect the organisation’s values and complies with all relevant regulation.</li> </ul>	<b>6 7</b>