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## Marketer Competencies

### New Product Development

(Product; Service; Value; Proposition Development)

Ability to develop an effective new product development (NPD) strategy for the business. Capacity to create an effective NPD process to generate a range of products, services and value propositions, consistent with overall business and marketing strategies. Ensures that the organisation's overall product and service offerings, delivers on the brand promise and an excellent customer experience. The capacity to make the organisation's product and service range, a key point of differentiation and competitive advantage.

Competency Evidence	Indicative Behaviours	Suggested Career Stage
<b>1</b> <b>Basic</b>	<ul style="list-style-type: none"> <li>Good understanding of the new product development strategy and can make a strong contribution to the NPD process, as part of the marketing team.</li> <li>Develops a good understanding of the market and can analyse and interpret key trends with regard to competitor product offerings and emerging customer/market trends.</li> <li>Can use market analytics and customer insights (research) as a means of guiding and informing the NPD process.</li> </ul>	<b>1 2</b>
<b>2</b> <b>Developing</b>	<ul style="list-style-type: none"> <li>Puts in the place the required processes to review the performance of the organisation's current portfolio of brands, products, services and values propositions.</li> <li>Develops and implements a clear set of annual NPD priorities, based on the NPD strategy and the performance of the current product and service portfolio.</li> <li>Undertakes ideas generation exercises, across the business and uses these to feed into the NPD process and to achieve organisational buy in.</li> </ul>	<b>3</b>
<b>3</b> <b>Solid</b>	<ul style="list-style-type: none"> <li>Influences key stakeholders across the organisation to support the NPD strategy and the current NPD priorities, as a key driver of growth and a means to achieve business success.</li> <li>Acts a role model for innovation within marketing and across the organisation and will seek to challenge more traditional approaches to NPD.</li> <li>Effectively manages complex projects to develop new products, service and value propositions and can draw together a range of cross functional elements including, pricing, IT, legal, customer services, sales and marketing.</li> </ul>	<b>4</b>
<b>4</b> <b>Strong</b>	<ul style="list-style-type: none"> <li>Champions a culture of continuous improvement and innovation with regard to new product development.</li> <li>Works with the executive team to achieve cross functional support, commitment, enthusiasm and energy for new product development.</li> <li>Develops strong strategic customer insights, which are used to direct and guide the overall NPD strategy. Can use these insights to best understand customer behaviours and to develop compelling value propositions.</li> </ul>	<b>5</b>
<b>5</b> <b>Exceptional</b>	<ul style="list-style-type: none"> <li>Leads the innovation and new product development process, across the organisation.</li> <li>Will work with the board to ensure that the organisation invests in research and development and the NPD process, to drive future business success.</li> <li>Will review the overall effectiveness of the NPD strategy and implementation process, to accurately assess overall business impact, return on investment and other value adds.</li> </ul>	<b>6 7</b>