

## Skills and quality; Relationships and engagement; Sales and marketing; Marketing MKTG

### **Description**

The research, analysis and stimulation of potential or existing markets for IT and related products and services, both to provide a sound basis for business development and to generate a satisfactory flow of customer enquiries. The management and development of strategies, campaigns and day-to-day marketing activity delivered through appropriate channels

### **Level 6**

Determines and oversees the overall marketing strategy for the organisation to meet its business objectives. Provides oversight of all marketing plans and directs the marketing planning process. Evaluates and responds to key factors relating to the implementation, measurement and review of successful campaigns, including assessing the current and future capability needed by the marketing function, the role of staff engagement and business partners, and the appropriate mix of marketing activities and channels.

### **Level 5**

Devises and manages marketing campaigns within specified budgets to meet specified objectives. Manages and monitors market research, analysis and the marketing planning process. Advises on brand management and promotion of corporate reputation, and plays an active role in promoting engagement of staff and business partners. Takes overall responsibility for the production of marketing materials and staging of events. Finds innovative solutions to marketing problems. Uses experience and data to make informed recommendations to senior management, including market segmentation and customer loyalty. Reviews and reports on the effectiveness of marketing approaches and services and their impact on business outcomes.

### **Level 4**

Plans and conducts market research to investigate and further understand customer and competitor dynamics, using appropriate channels and tools to engage with the desired audience(s). Uses research and lessons learned to inform marketing plans, including planning for customer loyalty. Creates unique selling points, and key messages for marketing material. Makes creative use of elements relevant to both digital and traditional environments, and drafts appropriate support materials. Analyses the effectiveness of campaigns and services and their impact on audience behaviour and business outcomes. Organises and participates actively in marketing events.

### **Level 3**

Leverages market research materials, customer and employee insights and other sources, to identify industry trends, needs and opportunities. Selects from and uses marketing tools appropriate to the allocated assignment. Conducts market research, and maintains relevant information, including lessons learned from previous campaigns, and effectiveness measures for current and previous activities. Contributes to marketing plans, identifying and articulating unique selling points and key messages for marketing material. Presents and communicates at marketing events.

**Level 2**

Understands the basic principles of marketing, and tools used by the organisation for planning, implementing and monitoring marketing activities. Collects and monitors results of marketing activities. Assists in market research and data collection providing summary reports of their findings.