

Full Spectrum of Activities and Skills Required Within the Marketing Function

The marketing discipline is a highly complex and multi-faceted area requiring a multitude of specialist skills. All organisations will still need to outsource some skills. Below is a very brief guide to some of the areas of expertise and aptitudes required in marketing. The “attitudes” that are universally required by marketing team members are 1) An understanding of how marketing impacts revenue and efficiency, 2) The ability to share, educate, influence, 3) A passion for serving customer needs and improving customer experience.

SPECIFIC AREAS OF SKILL/SPECIALISATION:

A senior executive will have some experience in all these areas but it is impossible you will find personnel at a lower level that can do all of it well, as they are specialist areas, so

what are your strategies, values and priorities?

Business Strategy and Planning	Events and Trade Show management
Brand Strategy	Social Media and Digital
Product Management	PR and Media Management
Pricing Strategy	Creative (copywriting, photography, design)
Research	Creative supply management
Data Analysis	Marcomms (management of the above)
	Merchandising

TYPICAL ROLES

Senior executive - ensure that marketing strategy is “on the radar” across the executive team; that strategy supports strategic goals and profit quality. Lead business planning, strategic planning. Report on marketing effectiveness for the organisation. High level advisor. You will rarely find an FTE for this role in an org turning over under \$20m.

Marketing manager - manage the functional team to achieve all of the above on a tactical level, including resourcing and budgeting for agreed marketing activities. Produces, and is responsible for, the tactical marketing plan that supports strategy. In larger organisations depending on product mix and focus, you may also need a dedicated Product Manager, Brand Manager, Digital Manager, etc.

Marketing communications coordinator - a tactical all-rounder who coordinates all of the activities outlined in the marketing plan, from events, to newsletters, digital media, creative, sponsorship, trade show participation, etc.

Graphic designer - usually outsourced, but often in-house if workload demands.

NB: As an organisation grows, these roles are usually filled from the bottom up. For strategic advantage, it should be the other way around, even if BOTH your Strategic Advisor and Graphic Designer are outsourced labour, part-time or contract. A graphic designer cannot produce effective work without a brief that encompasses strategic goals, driven by research.

APTITUDES ESSENTIAL TO A “COMPLETE” MARKETING FUNCTION

