



Job profile

Marketing communications executive

Explanation on job profiling

The job profile describes what is necessary to get the work done optimally, where the focus is and what the preconditions are. The job profile consists of the following parts:



Roles: different roles that have to be exercised.



Competencies: the required knowledge, attitude and skills.



Tasks: specific activities that form the core of the job.



Goals: description of what, when and under which conditions should be realized.



Details: additional requirements or preconditions for optimal workflow.

E.g. the communicator (role) expresses opinions and information clearly (competency), promotes products through different channels (task) and increases the brand awareness by 25% within a year (goal). Marketing communications requires at least two years of work experience (details).



Job profile of Marketing communications executive

Description

-to be specified-



Roles

Communicator

Shares information in an easy, open and transparent way.

Organizer

Sets up projects and coordinates implementation.

Specialist

Is knowledgeable, inquisitive, knows much on own field.

Service provider

Supports, provides services and well being for others.



Competencies

Communicate proactively

Raises interest, influences opinions or behaviour from own initiative.

Developable

Express opinions and information clearly

Expresses verbal and written information to others in a clear and concise manner.

Developable

Listening

Shows interest and asks questions. Records the most important information easily.

Developable



Manage resources

Identifies and acquires the required resources in order to work towards the intended objectives.

Developable

Monitor progress

Monitors progress in relation to operational planning and milestones. Identifies deviations and initiates required corrective action.

Developable

Structure communication

Communicates effectively and efficiently to all relevant stakeholders. Structures communication. Uses different communication channels.

Developable

Understand others

Listens, asks relevant questions and senses what is meant. Expresses understanding to others.

Developable

Act customer oriented

Provides swift and personal service to customers; works hard to ensure customer satisfaction.

Easy to develop

Gather information

Collects relevant data and background information and consults others. Verifies facts.

Easy to develop



- Enlarges brand awareness among different target groups
- Promotes services and products through different channels
- Sets up and implement a marketing communication plan
- Stays informed of innovations in the field of marketing and communication
- Ensures cooperation with customers runs smoothly





Goals

- Enlarges brand awareness: increase brand awareness by 25% (per year)
- Realises an optimal mix of marketing communication activities (per year)
- Stays on top of trends in marketing communication (continuously)
- Ensures optimal cooperation colleagues and stakeholders at sales activities: satisfied stakeholders (continuously)



Details

-to be specified-

Example

