



Job profile

Marketing professional

Example

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 professional

Description

-to be specified-



Roles

Connector

Connects people, brings together, creates support.

Specialist

Is knowledgeable, inquisitive, knows much on own field.

Creative

Is original, invents new concepts and solutions.

Communicator

Shares information in an easy, open and transparent way.



Competencies

Analys and evaluate

Effectively distinguishes between important and minor issues. Evaluates information thoroughly and draws valid conclusions. Analyses complex problems in a logical manner.

Hard to develop

Deliver solutions

Generates adequate solutions, even in difficult circumstances.

Hard to develop

Demonstrate imagination

Identifies possible risks and assesses their impact in a realistic way. Envisions future possibilities.

Hard to develop



Innovate

Generates innovative ideas. Identifies new approaches. Rejects conventional ideas.

Hard to develop

Make expert judgments

Comes up with sound and rational judgments based on valid information and the opinions and feelings of others.

Hard to develop

Show empathy

Considers the feelings, interests and opinions of others. Cooperates with others and does so in a supportive manner. Is sensitive to the feelings of others and responds to their needs.

Hard to develop

Show tolerance and goodwill

Faces others in an unbiased and open way. Supports others.

Hard to develop

Think broadly

Addresses issues from sufficient perspectives. Thinks outside the box when looking for solutions.

Hard to develop

Accept new ideas

Incorporates new ideas, concepts and working methods in a pragmatic and realistic way. Remains critical.

Developable

Aware of internal processes

Sees internal processes within the right context. Mobilises parties to facilitate the achievement of goals.

Developable

Build consensus

Aligns different opinions, even if not everyone agrees with the approach. Ensures that all parties separate with confidence.

Developable

Demonstrate critical thinking

Validates and questions the accuracy of information and opinions. Asks for factual proof.

Developable



Learn and develop continuously

Is eager to acquire new knowledge/skills and develop behaviour.

Developable

Recognise the contribution of others

Observes contributions and achievements of others. Ensures positive feedback and rewards.

Developable

Share expertise

Shares expertise with others through writing, coaching, presenting and assigning specific projects.

Developable

Show flexible behaviour

Uses the most effective behaviour in any situation. Not afraid to deviate from own personal style.

Developable

Act independently

Acts according to own beliefs rather than to please others. Remains persistent, even when facing resistance.

Easy to develop

Gather information

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

Easy to develop



Tasks

- Builds good contact with different customer / target groups
- Ensures that marketing and sales depts work closely together
- Specialises in online (Internet) marketing
- Stays informed and educated in the newest innovations for marketing and communication
- Blog writing
- Uses the newest marketing technology to be high in the search engines
- Enlarges brand awareness among different target groups
- Promotes services and products through different channels





Goals

- More leads for sales: 20 leads via google search (per quarter)
- Marketing and sales meetings: 3 meetings (per quarter)
- Marketing campaign for core products: 1 campaign (per month)
- Target opening rate of blogs: 25% of target audience reads your blogs (continuously)
- In the top 3 of search engines for our core products: at least one core product hitting number 1 (per week)
- Analyses results with public surveys: run a survey among core target groups (per quarter)
- Raises brand awareness: 25% in target groups (per year)



Details

- **Job level:** supervising skilled worker — eqf 5
- **Working experience:** 2 years or more
- **Required brance experience:** advertising / marketing / communications services
- **Maximum salary (per year) indication:** 30.000-39.999
- **% fte:** 100%
- **Employment type:** salaried
- **Work area:** central

Example

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