

# Marketing and Communications

## Role and Task Descriptions

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Human Resources



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# Year 2: Marketing Specialist

As a Marketing Specialist, your primary responsibility is to contribute to the development and execution of marketing strategies to promote our products or services. You will play a key role in creating and implementing marketing campaigns, analysing market trends, and engaging with target audiences to enhance brand awareness and drive business growth. The roles and tasks include:

1. Campaign Development:
  - a. Collaborate with the marketing team to plan, execute, and monitor integrated marketing campaigns.
  - b. Create compelling and targeted content for various marketing channels, including social media, email, and print.
2. Market Research:
  - a. Conduct market research to identify trends, competitor activities, and customer needs.
  - b. Analyse and interpret data to provide insights that inform marketing strategies.
3. Content Creation:
  - a. Develop engaging and relevant content for online and offline channels.
  - b. Ensure that all marketing materials align with the brand voice and messaging strategies.
4. Social Media:
  - a. Manage and grow the company's presence on social media platforms.
  - b. Create and schedule posts, engage with the audience, and monitor social media analytics.
5. Digital Marketing:
  - a. Implement and optimize digital marketing campaigns, including SEO, SEM, and online advertising.
  - b. Monitor and analyse the performance of digital marketing efforts, making data-driven recommendations for improvement.
6. Event Coordination:
  - a. Assist in planning and organising promotional events, trade shows, and product launches.
  - b. Coordinate logistics, promotional materials, and post-event evaluations.
7. Collaboration:
  - a. Work closely with cross-functional teams, including sales, product development, and design, to ensure consistent messaging and brand representation.

8. Analytics and Reporting:
  - a. Track and report on key performance indicators (KPI) to assess the success of marketing campaigns.
  - b. Use analytics tools to measure and analyse campaign effectiveness and make data-driven recommendations.

**Top characteristics for this role:**

- Excellent written and verbal communication skills.
- Proficient in using marketing tools and platforms.
- Ability to think creatively and strategically.
- Strong analytical and problem-solving skills
- Detail-oriented with the ability to manage multiple tasks and deadline.

**Related Learning Outcomes:**

- Building a Professional Network (LO2)
- Sustaining a Professional Network (LO2)
- Creating valuable solutions for the hospitality industry (LO5)
- Implementing and evaluating innovative solutions for the hospitality industry (LO5)
- Tactical Leadership (LO6)
- Strategic Leadership (LO6)

# Year 3: Marketing Manager

The Marketing Manager plays a pivotal role in developing and executing comprehensive marketing strategies to promote a company's products and services. This position involves a combination of strategic planning creative direction, and team leadership to achieve brand awareness, customer acquisition, and overall business objectives. The roles and tasks include:

1. Strategic Planning:
  - a. Develop and implement marketing strategies aligned with overall business goals.
  - b. Conduct market research to identify trends, customer needs, and competitive landscape.
  - c. Define target audiences and create marketing plans tailored to reach and engage them effectively.
2. Campaign Management:
  - a. Plan and execute multi-channel marketing campaigns, including digital, social media, email and traditional channels.
  - b. Collaborate with creative teams to develop compelling content and visuals for campaigns.
  - c. Monitor and analyse campaign performance, adjusting strategies as needed to maximise results.
3. Brand Management:
  - a. Ensure consistent brand messaging across all marketing channels and materials.
  - b. Develop and enforce brand guidelines to maintain a cohesive brand identity.
  - c. Identify opportunities for brand growth and differentiate in the market.
4. Budget Management:
  - a. Develop and manage the marketing budget, allocating resources effectively.
  - b. Monitor expenditures and ensure campaigns are cost-effective and deliver a positive ROI.
5. Digital Marketing:
  - a. Oversee the digital marketing strategy, including SEO, SEM, social media, and online advertising.
  - b. Stay updated on digital marketing trends and implement innovative approaches.
  - c. Utilise analytics tools to measure and optimise the performance of digital marketing initiatives.
6. Market Expansion:

- a. Identify and explore opportunities for market expansionary growth.
  - b. Collaborate with sales teams to align marketing efforts with sales goals.
  - c. Develop strategies for entering new markets or expanding within existing ones.
7. Team Leadership:
- a. Recruit, train and manage a high-performing marketing team.
  - b. Foster a collaborative and creative work environment, encouraging innovation.
  - c. Provide mentorship and guidance team members to enhance their skills and performance.
8. Analytics and Reporting:
- a. Utilise analytics tools to track and measure the success of marketing initiatives.
  - b. Prepare regular reports on key performance indicators (KPIs) and present findings to stakeholders.
  - c. Use data insights to make informed decisions and refine marketing strategies.

**Top characteristics for this role:**

- Strong understanding of digital marketing trends and tools.
- Excellent leadership and communication skills.
- Analytical mindset with the ability to interpret data and draw actionable insights.
- Creative thinking and problem-solving abilities.

**Related Learning Outcomes:**

- Reflecting on personal sustainable mindset (LO7)
- Reflecting on professional sustainable mindset (LO7)
- Global citizenship – adapt own contribution effectively (LO8)
- Understanding professional behaviour (LO9)
- Solving professional and ethical issues (LO9)
- Strategic Business Improvement (LO1)
- Sustaining a professional network (LO2)
- Strategic Decision Making (LO3)
- Strategic Forecasting (LO4)
- Implementing and evaluating (LO5)
- Strategic Leadership (LO6)



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