

Marketing Leaders oversee marketing operations by providing strategic direction and establishing marketing policies and programs. They have a deep understanding of their organization's competitive advantage and customer base, and they coordinate the proper team and resources to implement effective marketing strategies.

### Example positions

VP of Marketing, Brand Strategist, Marketing Director, Creative Director, Director of Digital Marketing, Advertising Director, Media Director, Senior Product Manager

## COMPETENCIES

**Strategic thinking** – Individuals who exhibit this competency develop and help drive a shared understanding of a long-term vision that describes how the organization needs to operate now and in the future.

**Leadership communication** – They generate a shared commitment to the organization, build morale, and encourage ownership of mission, goals, and values.

**Managing innovation** – An individual who exhibits this competency will create opportunities by fostering an environment open to new or radical alternatives to traditional methods, approaches, and products.

**Business acumen** – Marketing Leaders make sound business decisions based on a strong understanding of the company's business model, strategic goals, and relevant policies, as well as best practices and current technologies in one's own discipline or functional area.

**Fact-based management** – They view the organization as an open system, synthesize information from diverse sources, come to conclusions, and make decisions that are rational and based on sound evidence.

**Driving results** – Marketing Leaders motivate individuals to achieve and exceed goals by establishing accountabilities, clarifying performance expectations, agreeing to high standards and measures, monitoring and reviewing performance, and providing timely and relevant feedback.

**Planning and priority setting** – Individuals who exhibit this competency identify the priorities, processes, and practical actions that are necessary to achieve an objective or realize an idea. This competency requires developing detailed action or project plans including objectives, accountabilities, time frames, standards, review stages, and contingencies.

**Process management** – Marketing Leaders take a systematic approach to making the company's workflow more effective, efficient, and capable of adapting to an ever-changing environment.

**Team building** – They enable and encourage group members to work together to complete tasks and accomplish goals that individual members could not accomplish alone.

### Representative behaviors

- Develops strategies to respond to competitive threats
- Clearly communicates vision and strategy across all organizational levels
- Fosters a culture that supports risk-taking and innovation
- Understands and leverages the drivers of company's business
- Assesses what data are needed to make well-informed, accurate business decisions
- Drives the execution of business plans
- Coordinates resources to accomplish goals
- Recognizes opportunities for synergy and integration
- Recognizes and rewards team accomplishments, celebrating team and organizational success



