

Marketing Specialists are responsible for executing the organization's marketing strategy by creating and managing engaging and impactful content for various platforms (e.g. websites, social media, email). They make certain that the company's brand identity is supported and prominent throughout internal and external materials, stay current on industry trends, and ensure that all content remains relevant, effective, and appealing. They conduct stakeholder interviews and competitor analysis, perform market research, and analyze content performance metrics to refine marketing strategies for optimal reach.

Example positions

Content specialist, Content creator, Social media specialist, Brand Manager, Marketing Associate, Communications Specialist

COMPETENCIES

Collaboration and Teamwork - Marketing Specialists work interdependently and collaboratively with others to achieve mutual goals. They subordinate individual aims in the interest of working with others in a way that promotes and encourages each person's contributions toward achieving optimal outcomes.

Information Seeking - They are driven by an underlying curiosity and desire to know more about things, people, or issues. This involves going beyond routine questions and includes digging or pressing for exact information, resolving discrepancies by asking a series of questions, or conducting less-focused environmental scanning for opportunities or miscellaneous information that may be used in the future.

Creativity and Innovation - They tend toward divergent thinking and the propensity to question existing practices; challenge commonly held assumptions; originate new or radical alternatives to traditional methods, processes, and products; and build on others' ideas.

Communicating - Marketing Specialists provide the information required by others in a concise, direct, and unambiguous way. They perceive how the message affects the receiver and strive to ensure that the receiver clearly understands the specifics and function of the message.

Planning and Priority Setting - They identify priorities and develop detailed action plans that include objectives, accountabilities, time frames, standards, review stages, and contingencies.

Business Acumen - They 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 their own discipline or functional area.

Adaptability - Marketing Specialists are able and willing to shift course when external influences affect an initial plan, condition, or situation. They are willing to change their own ideas or perceptions on the basis of new information or evidence and they are able to alter standard procedures when necessary and juggle multiple demands as required.

Continuous Learning - They take responsibility for their own learning and professional development. They are objectively aware of the knowledge and skills required to grow in their career, actively seek out professional development resources to address knowledge and skills needs, and exhibit the personal discipline to accomplish learning goals.

Quality Focus - Marketing Specialists ensure that all work in their business area, throughout the organization, by vendors, suppliers, etc. is performed with excellence and to high standards for quality and integrity.

Representative behaviors

- Seeks to collaborate with others across different areas of the company
- Gathers all information needed to make informed recommendations
- Readily shares information with the appropriate people in a timely manner
- Thinks through what is needed to meet goals in terms of people and time frames
- Takes action to ensure efficient and proper use of resources based on budget data
- Redirects efforts when goals change or results are not met
- Exhibits a commitment to life-long learning to maintain the knowledge and skills necessary for high performance
- Demonstrates great attention to detail



JOB MODEL

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