

## **Marketing Manager - Job Standards**

Job Standards include: (Note: this is a representative list only - complete list provided with purchase)

### KNOWLEDGE OF WORK:

- Understands marketing principles and practices and demonstrates knowledge in developing and managing the overall marketing program and process
- Understands how a financial institution works, the concept of Asset/Liability Management, and the seasonal trends in various lending and savings products
- Have a full understanding of organization products and services, as well as the difference in approach for a customer base organization versus a custom/stockholder corporation
- Knows the organization's Mission, goals and strategic business plan
- Has a working knowledge and experience in media buying, media relations and public relations, as well as print houses, broadcast and print media, outdoor advertising media, and distribution channels
- Is conversant with research methodology, including MCIF (marketing customer information files), and knows how to effectively employ research results

### QUALITY OF WORK:

- Helps establish the desired image and product quality for the organization and ensures that all marketing information and materials conforms to a consistent theme and quality
- Designs marketing initiatives with tangible measurement devices to provide reliable result data which can be utilized to measure goal achievement
- Ensures all advertising materials are error-free, grammatically correct, attractive in design, written to ensure communication, and within predetermined budget
- Communication initiatives are timely, meet the marketing plan deadlines
- Utilizes good vendors/printers at reasonable, cost-effective prices
- Marketing efforts and results meet the predetermined goals and objectives

### QUANTITY OF WORK:

- Develops major and minor marketing programs to address each aspect of the organization's business plan, and insures that all marketing materials are produced and distributed in a timely manner
- Balances the quality/quantity equation when selecting media; gets the highest number of impressions at the lowest per-contact unit cost
- Utilizes a bid process to purchase marketing materials and media; negotiates the best possible price
- Works hard to obtain free media coverage by producing press releases, creating media events, and maintaining a high profile in the customer base community
- Serves as a volunteer in the community to build an image for the organization and a high profile for the Marketing Manager

### PLANNING AND ORGANIZATION:

- Develops an annual marketing plan, budget, strategies and tactics; plans the work, then works the plan
- Reviews market trends/buying habits and plans marketing campaigns to change consumer behaviors
- Builds in sufficient lead time to ensure marketing programs occur as scheduled
- Plans/co-ordinates media purchases according to promotion
- Adapts to change in business trends; is able to change direction