

DACUM Research Chart for Marketing Specialist

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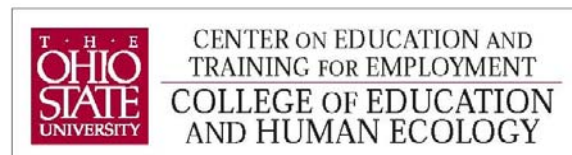
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1900 Kenny Road
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February 26-27, 2009

DACUM Research Chart for Marketing Specialist

Duties		Tasks						
A	Research Market Trends	A-1 Define product/services features & benefits	A-2 Define target market(s)	A-3 Define product/service sales cycle	A-4 Define sales channels (e.g., Internet, brick & mortar, catalog)			
		A-11 Recommend product/services marketing action(s) (e.g., cost benefit analysis)		A-12 Present market trend analysis & recommendations to management		A-13 Seek management feedback and/or approval of recommendations		
B	Develop Marketing Plan	B-1 Review management sales strategy	B-2 Define marketing goals & timeframe (e.g., monetary, market share, profit increase)		B-3 Align marketing plan goals with management sales strategy			
		B-11 Determine marketing resource requirements (e.g., outsourcing, equipment, manpower, SMEs, staff)		B-12 Determine success metrics (e.g., surveys, web metrics)				
C	Execute Marketing Plan via Channels	C1 Develop Print Marketing Materials	C1-1 Establish production schedule	C1-2 Write marketing material copy		C1-3 Edit marketing material copy/layout	C1-4 Design preliminary print layout (e.g., brand guidelines)	
		C1-10 Prepare electronic pre-press files & specifications	C1-11 Proof printers digital output	C1-12 Conduct printer press check	C1-13 Check final product at delivery	C1-14 Distribute print marketing materials (e.g., PDF, sales, location, field offices)		
		C2 Manage Electronic Marketing Communications		C2-1 Select electronic channels (e.g., email, web, social networking)		C2-2 Write electronic marketing copy	C2-3 Edit electronic marketing copy	
		C2-8 Incorporate SME changes into final electronic versions		C2-9 Coordinate supporting electronic materials & internal/external links (e.g., PDF, audio, video)		C2-10 Test final electronic files & links for appearance & function		
		C3 Manage Tradeshow Activities	C3-1 Determine tradeshow destinations		C3-2 Create tradeshow calendar	C3-3 Allocate tradeshow funds	C3-4 Contract tradeshow booth space	
		C3-11 Develop tradeshow presentation (e.g., seminar, product demonstration)		C3-12 Plan tradeshow customer relationship events		C3-13 Create tradeshow invitations (e.g., post card, email)	C3-14 Determine tradeshow collateral materials & supplies (e.g., product samples)	
		C4 Develop Internal Sales Training Program	C4-1 Identify training participants		C4-2 Determine training content	C4-3 Select training methods (e.g., e-learning, field, training, inservice)		C4-4 Develop training curriculum & materials
C5 Manage Community & Public Relations	C5-1 Identify community activities/events (e.g., strategic cause, awards/recognition, scholarship)			C5-2 Create calendar/schedule of community activities/events				

*Despite the linear appearance of this chart, the job of **Marketing Specialist** is dynamic and nonlinear. Duties and tasks are not necessarily performed in the order presented. In fact, several tasks may be performed concurrently and/or repeatedly.

A-5 Define sales transactions	A-6 Collect sales data (3 previous years)	A-7 Determine closest 3-5 competitors	A-8 Collect competitors' products/services data	A-9 Conduct comparative analysis of competitors' products/services	A-10 Compile research findings	
B-5 Identify objectives to reach marketing goals	B-6 Determine action items to achieve marketing objectives	B-7 Establish marketing priorities (e.g., "WOW" factor)	B-8 Select best channels for ROI	B-9 Determine action item timelines & calendar	B-10 Allocate marketing budget to action items	
C1-5 Select printer based on competitive bid process (e.g., price, quality, service)	C1-6 Coordinate proofreading process for print marketing materials (e.g., content, layout)	C1-7 Secure SME/stakeholder approvals for print marketing material	C1-8 Secure legal/compliance approval for print marketing materials		C1-9 Incorporate SME changes into press-ready version	
C1-15 Maintain inventory of marketing collateral materials						
C2-4 Coordinate preliminary electronic layout design (e.g., brand guidelines)	C2-5 Coordinate proofreading process for electronic marketing materials	C2-6 Secure SME/stakeholders' approval for electronic marketing material		C2-7 Secure legal/compliance approval for electronic marketing materials		
C2-11 Distribute electronic marketing communications to defined channels						
C3-5 Contract tradeshow exhibit services (e.g., set-up, tear down, utilities, insurance)	C3-6 Schedule tradeshow personnel	C3-7 Purchase tradeshow promotional items	C3-8 Plan tradeshow booth space	C3-9 Secure exhibit system (e.g., tabletop/floor to ceiling)	C3-10 Design tradeshow graphics (e.g., booth, collateral material)	
C3-15 Ship tradeshow booth/exhibit collateral materials to site	C3-16 Plan tradeshow lead/retrieval system/process	C3-17 Debrief tradeshow activities				
C4-5 Select training staff	C4-6 Determine training schedule	C4-7 Determine training logistics (e.g., location needs)	C4-8 Conduct train-the-trainer sessions	C4-9 Create training incentives	C4-10 Evaluate training program (e.g., formative, summative, OJT)	
C5-3 Identify participants for community activities/events	C5-4 Publicize organizational community services (e.g., TV, radio, press release)	C5-5 Publicize employee activities (e.g., new hires, awards, promotions)		C5-6 Publicize new products/product updates (e.g., trade publications & general service newspapers)		

Duties

Tasks

D

**Evaluate
Marketing
Results**

E

**Maintain
Professional
Development**

C5-7 Plan internal/external special events	C5-8 Develop community & public relations kits/manuals			
D-1 Gather marketing results data (e.g., sales, territory, market share)	D-2 Summarize preliminary market data	D-3 Compare marketing data results to plan (e.g., sales, territory, market share)		D-4 Analyze marketing data (e.g., ROI)
D-5 Summarize marketing data	D-6 Report marketing evaluation findings & recommendations to management			
E-1 Obtain professional designations (e.g., license, certifications)	E-2 Participate in professional organizations/associations	E-3 Participate in continuing education (e.g., seminars, software)	E-4 Review professional publications	
E-5 Network with industry colleagues	E-6 Monitor industry trends	E-7 Monitor occupation trends (e.g., salary, benefits, skills)		

General Knowledge and Skills

Editing skills
 Project management skills
 Layout skills
 Web content management
 Data base management
 Info/data mining
 Media relations skills
 Social networking skills
 Print marketing channels
 Electronic marketing channels
 Internet Intranet
 Social networking
 E-mail Blogs
 E-commerce
 Trade show marketing

Project planning
 Direct marketing
 Research skills
 Presentation skills
 Planning skills
 Time management skills
 Event planning skills
 Printing process knowledge
 Meeting management
 Writing skills (e.g., web writing
 press releases and journalistic writing)
 Communication skills – verbal & written

Worker Behaviors

Detail-oriented Thorough
 Multitasking Self-starter
 Collaborative Team player
 Follow-through
 Able to work under deadline stress
 Able to work in fast paced work
 environment
 Ability to work independently
 Flexible

Acronyms

IT Information Technology
 OJT On-the-Job Training
 ROI Return of Investment
 SME Subject Matter Expert

Tools, Equipment, Supplies and Materials

Internet/Intranet Software
 Company sales data • Microsoft Office
 Focus groups • Desktop Publishing
 Websites • Web Content management
 Email • Contact management software
 Direct marketing Exhibit system
 Databases Incentive programs
 Audio files Courier Services/UPS
 Video files Overnight shipping
 Pdf files
 Tradeshow exhibit kit

Future Trends and Concerns

Changes in technology and software
 E-commerce
 Social networking and marketing
 Customer service management software
 Government regulations and funding
 Changing workforce (Y- generation, Millennium
 generation)
 Internet telephone (Skype)
 Open source software
 Lean organizational staffing
 Cloud computing