

**Proven.**



**4**

# Elements of a Useful Job Description

## Profiles of Excellence

### ELEMENT #1

#### REFLECT CURRENT REALITIES



- ✓ Make sure the job description provides a clear picture of the work required.
- ✓ Crisp focus on key tasks.

### ELEMENT #2

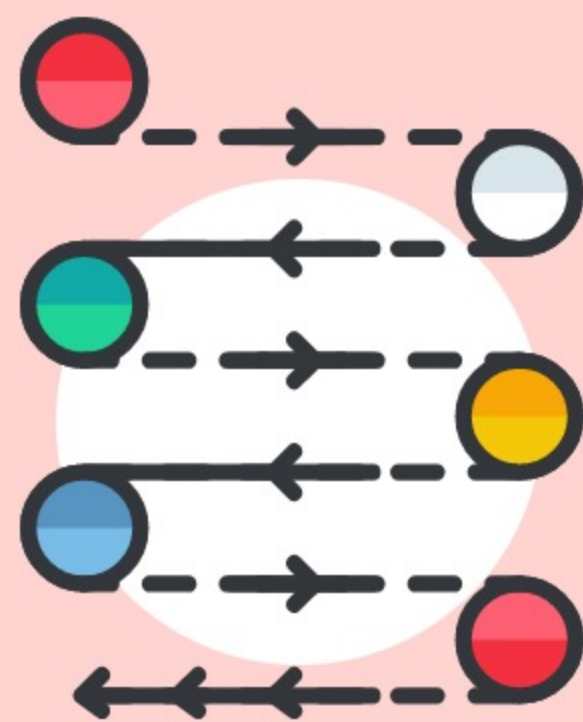
#### LINKED TO MARKETING STRATEGY



- ✓ Identifies the key skills to execute the strategies.
- ✓ Identifies the relevant knowledge and topic areas required.

### ELEMENT #3

#### DESCRIBES EXPECTED BEHAVIORS NOT JUST OUTPUTS



- ✓ Outline observable behaviors required across the proficiency levels.
- ✓ Utilizes the language and nomenclature deployed across the marketing organization.

### ELEMENT #4

#### COMMUNICATES THE STANDARD



- ✓ Defines 'what good looks like'
- ✓ Supports the consistent application & reinforcement across managers