

# Marketing Manager

## National Occupational Standard Summary



## **BIOTALENT CANADA**

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### Definition of occupation | **Marketing Manager**

The Marketing Manager develops and implements the marketing strategies that allow their organization to achieve its objectives and serve its customers. They oversee the strategic and tactical activities of a marketing function, which may include specialists in branding, sales forecasting, market research, digital marketing, advertising and copywriting, promotions, campaign planning and budgeting, pricing, etc. as well as external agencies and contracted services.

The Marketing Manager is involved in research activities to better understand customer needs and expectations and develop strategies to enhance the customer experience and influence future product and service development. They provide input to the organization's strategic plans and objectives, injecting their understanding of customer and market behaviour in order to influence revenue goals, new product development, and enhancements to existing products throughout the products' life cycles.

Depending on the size of the organization, the Marketing Managers may play a significant role in the organization's communications activities, including awareness raising, direct-to-customer campaigns, and event planning and execution.

The Marketing Manager's work informs and supports the development of sales and business development strategies, as well as the day-to-day functioning of the sales organization in order to generate revenue for the business.

#### Note:

The terms Marketing, Sales, and Business Development are often used interchangeably, but their purpose and processes are different:

- Sales includes those processes directly associated with the transactions and exchange of value between the organization and its customers.
- Business Development includes those processes involved in creating relationships between a business and investors/collaborators, either between businesses or with potential customers.
- Marketing is a strategic function that encompasses those processes involved in determining how to best leverage and promote the capabilities of the organization and effectively communicate that message to external stakeholders.

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Level of education, training or designations requirements

<b>Typical Education Required</b>	Secondary	College	<b>Bachelor</b>	Master	PhD
<b>Typical Starting Experience</b>	0-5 yrs.	<b>5-10 yrs.</b>	10-15 yrs.	15-20 yrs.	20+ yrs.

- Undergraduate degree in business, marketing, or related subject (higher degrees such as an MBA may be desirable)
- An understanding of the underlying science associated with the organization's products and/or services
- Minimum 3–5 years of progressive experience in the marketing function within the bio-economy
- Professional marketing, business, or communications certifications/credentials are an asset

This role works in the following subsectors:

<b>Applicable To</b>	<b>Bio-Health</b>	<b>Agri-Bio</b>	<b>Bio-Industrial</b>	<b>Bio-Energy</b>
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The level of complexity of the role is:

<b>Span of Complexity Levels</b>	Foundational	Operational	<b>Specialist/Management</b>	Expert/Executive
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### MARKETING MANAGER COMPETENCY SUMMARY

Competencies	Complexity Level Required			
	1 Foundational	2 Operational	3 Specialist/ Manager	4 Expert/ Executive
<b>Core</b>				
Market Research and Insights				
Customer Focus				
Marketing Strategy – Development				
<b>Technical</b>				
Branding Strategy				
Brand Management				
Customer Experience Management				
Marketing Technology Integration				
Product Management				
Channel and Partnership Marketing				
Team Management				
Financial Management				
<b>Industry Regulatory</b>				
Risk and Reputation Management				
<b>Personal and Professional</b>				
Verbal Communication				
Written Communication				
Presentations				
Teamwork/Collaboration				
Leadership				
Problem Solving				

## Core competencies

### Market Research and Insights

Applies understanding of markets and customers to form deep insights into future trends, and uses this information to develop marketing strategies and influence corporate behaviour in order to optimize organizational performance.

### Customer Focus

Acts as the voice of the customer at a strategic level of the organization to influence new products and services, new and/or upgraded features for existing products/services, and otherwise advocates on behalf of the market/customer to influence the ways the organization creates and delivers value.

### Marketing Strategy — Development

Applies their understanding of market trends to inform corporate strategy from a marketing perspective, and translates corporate goals and strategy into effective marketing plans that contribute to the organization's ability to achieve its business objectives.

## Technical competencies

### Branding Strategy

Applies knowledge of customer behaviour and market trends to develop organizational and product-specific branding strategies that resonate with the market and contribute to positive corporate reputation and positioning.

### Brand Management

Applies knowledge of customer behaviour, market trends, and current market intelligence to ensure consistency in the application of organizational branding strategy across all product and service lines in order to protect and enhance the organizational image and positioning.

### Customer Experience Management

Applies evidence-based approaches to articulate corporate processes in order to establish and maintain customer experience across all product lines and throughout the product lifecycle.

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### **Marketing Technology Integration**

Applies understanding of markets, customers, and technology to influence the development of organizational digital strategies and processes (including the impact digital technology will have on organizational structure, branding, culture, customer experience, and strategic positioning) and implements a digital strategy that aligns the corporate goals with customer needs and expectations.

### **Product Management**

Applies deep understanding of market trends and behaviours in order to position current products for optimum performance through their lifecycle, and to inform future product enhancements and new product development.

### **Channel and Partnership Marketing**

Applies knowledge of the market and the organization's external stakeholders to develop and manage appropriate channels and partnerships in order to meet evolving customer needs and business goals and optimize organizational performance.

### **Team Management**

Applies effective leadership and people management skills and an understanding of human dynamics in order to lead the marketing organization and ensure its effective performance.

### **Financial Management**

Applies business acumen and understanding of financial and accounting practices to develop and manage the departmental budget and ensure marketing activities are compliant with the organization's financial management processes and standards.

## Industry regulatory competencies

### **Risk and Reputation Management**

Applies understanding of the market and the regulatory environment in order to identify and manage risks to the organizational reputation and brand that may be impacted by marketing activity.

## Personal and professional competencies

### **Verbal Communication**

Applies effective verbal communication processes to present complex concepts in a clear and compelling manner that ensures understanding, appropriate action, and project success.



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### **Written Communication**

Applies effective writing skills to present complex subject matter in a clear and compelling manner that ensures understanding, appropriate action, and project success.

### **Presentations**

Develops and delivers effective, well-structured presentations to audiences inside or outside the organization, using content and style adapted to the intended audience.

### **Teamwork/Collaboration**

Applies sound teamwork processes to foster cooperation and collaboration across diverse internal and external stakeholder groups, enabling effective and efficient operations and creative and effective problem-solving.

### **Leadership**

Exhibits personal accountability for team outcomes and provides guidance and support to team members through encouragement and communication.

### **Problem Solving**

Applies subject matter knowledge and uses effective problem-solving techniques to identify and quantify issues, understand their root cause, develop and analyze possible solutions, and select the most appropriate solution in order to resolve problems successfully.



## USE NATIONAL OCCUPATIONAL STANDARDS TO:

- ✓ Build a job description
- ✓ Plan professional development
- ✓ Map career progression and succession planning
- ✓ Benchmark compensation

View the full National Occupational Standards at [biotalent.ca/NOS](https://biotalent.ca/NOS)

Funded by the Government of Canada's Sectoral Initiatives Program. 

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