

EMPLOYEE DREAM ROLE UNFOLDED EXAMPLE

Examples below are of the detail we would like team members to produce. It could be in paragraph or dot point form. Either way, your director may ask for further expansion or clarification around particular points.

*Please note: Although these examples don't have personal elements included, you may do so.

EXAMPLE 1:

I would still like to be in a marketing role with some business development or client manager interaction as I find that aspect rewarding and even though I am introverted, I still like talking to people and giving advice.

I would not want to solely focus on that as one of my strengths is my creativity – in particular visual design and copywriting and that is what excites me and why I chose to do marketing in the first place so my future role would definitely have to have that as a core focus – especially branding and social media strategy.

I am still not sure what exact role that would be – perhaps a content marketing manager, digital content manager, content director or content coordinator.

EXAMPLE 2:

Account/Project manager for our marketing and events

- There would be liaising with clients about their marketing and understanding their vision and goals. That also includes the “client manager” role, but not extensively or the main focus. I get getting to understand clients better and it has helped me feel more confident talking to clients, but I cannot see it being my main focus/enjoyment.
- Collaborating with clients and other members in our team to plan and create marketing strategies, role out our funnels, new programs, events etc.
- Liaising with industry experts, to execute these marketing strategies but not do all the creating/executing myself. In particular, not having to manager and be completely accountable for results/conversions etc. e.g Facebook ads.
- On top of the planning for our marketing strategy, I enjoy structured planning and organisation. Processes manager for the marketing division could be a part of the role to ensure we have structure and ability to execute what our clients are after, listening to their needs and what the market wants and for internal processes and planning.
- Collaborating with other companies too – partnerships – not just internally produced programs and events.
- Looking ahead at where our services (mainly the marketing of them) could expand to, planning what else we could offer in the future or improving what we are already offering.

*If you are a BP Financial member, there are additional resources in the online Leadership IPT library relating to this particular content.

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