

CFAM7.2.3

Identify third party suppliers of marketing / marketing communications services



Overview

This unit is about identifying and selecting appropriate third party suppliers of marketing services where it has been agreed to buy-in specialist marketing services. Working with procurement services where necessary, this includes identifying possible suppliers, inviting and assessing tenders against specified requirements, and selecting those proposals which meet the necessary criteria.

This unit is recommended for senior and middle marketing managers. Such marketers might be employed directly by the organisation, or work for a consultancy which identifies third party suppliers for clients.

CFAM7.2.3

Identify third party suppliers of marketing / marketing communications services

Performance criteria

You must be able to:

- P1 identify and prioritise the required characteristics of potential third party suppliers according to the requirements of the proposed marketing communication programme(s), and in line with overall marketing aims and goals
- P2 prepare invitations to tender, setting out clearly the relevant background information, aims and objectives, required deliverables, the approximate anticipated budget available, and the timescales for the proposed marketing communication programme(s)
- P3 issue invitations to tender to suppliers fulfilling the required characteristics, including relevant contact details and a deadline for responses
- P4 assess tenders received against agreed criteria and in line with the organisation's
- P5 seek clarification, where necessary, regarding any aspects which remain outstanding, and where the information is necessary to enable an informed selection
- P6 prepare a reasoned recommendation regarding the supplier(s) to be appointed, and agree this with the relevant person(s), in line with the organisation's requirements
- P7 select and appoint the preferred supplier(s) in line with the organisation's procedures

CFAM7.2.3

Identify third party suppliers of marketing / marketing communications services

Knowledge and understanding

You need to know and understand:

General knowledge and understanding

- K1 sources of information regarding third party suppliers, including professional/trade bodies, recommendations and databases
- K2 the topics to be covered within invitations to tender and the importance of each
- K3 the importance of ensuring integrity and transparency in selecting third party suppliers
- K4 the importance of agreeing legal contracts and of establishing relevant copyright ownership, and how to do this
- K5 the implications of regulations covering contracts and the importance of ensuring the legality of contracts

Industry/sector specific knowledge and understanding

- K6 industry/sector specific legislation, regulation and guidelines affecting the procedures for selecting third party suppliers of marketing services

Context specific knowledge and understanding

- K7 the organisation's aims and objectives required of the services sought from third party suppliers
- K8 evaluation criteria for use in selecting the preferred third-party suppliers of marketing services
- K9 organisational requirements regarding the selection of third-party suppliers of marketing services
- K10 the organisation's procedures for drawing up and agreeing contracts
- K11 the limits of your responsibility and authority, and to whom to refer where these are exceeded

CFAM7.2.3

Identify third party suppliers of marketing / marketing communications services

Additional Information

Behaviours

1. you identify people's information needs
2. you show integrity, fairness and consistency in decision making
3. you act within the limits of your authority

Glossary

Organisation

can mean a self-contained entity such as a private sector company, a charity or a local authority, or a significant operating unit, with a relative degree of autonomy, within a larger organisation

CFAM7.2.3

Identify third party suppliers of marketing / marketing communications services

Developed by	CFA Business Skills @ Work
Version number	1
Date approved	April 2010
Indicative review date	April 2012
Validity	Current
Status	Original
Originating organisation	Chartered Institute of Marketing
Original URN	NM7.2.3
Relevant occupations	1132 Marketing & Sales Managers 3543 Marketing Associates
Suite	Marketing
Key words	Marketing, sales, marketing management, market research, advertising, public relations