

CFAM7.2.4

Brief and work with third party suppliers of marketing/marketing communications services



Overview

This unit is about briefing a third party supplier of marketing services, reviewing and accepting proposals that fulfil the brief, and then working with the third party as it develops and implements a marketing communications campaign. It includes evaluating the third party's performance and providing feedback.

This unit is recommended for first line and middle marketing managers. Such marketers might be employed directly by the organisation, or work for a consultancy in briefing and working with suppliers of marketing services on behalf of clients.

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Performance criteria

You must be able to:

- P1 brief relevant staff of third party suppliers fully and accurately, providing all necessary
- P2 review draft proposals from the supplier(s), assessing them against the agreed aims and objectives for the marketing communications programme
- P3 confirm that the proposals will address the market segments being targeted, and are in line with the marketing proposition for the relevant products/services
- P4 accept only those proposals which fulfil the agreed aims and objectives, are justified as offering value for money, and which are in line with the overall marketing aims and strategy
- P5 identify, where proposals do not fulfil the brief, and provide feedback accordingly
- P6 agree performance criteria and a scheduled action plan for the delivery of those marketing services which the agency is contracted to supply
- P7 agree evaluation criteria against which the effectiveness of the selected third party supplier's proposed programme is to be assessed
- P8 monitor the supplier's deliverables and the performance of the programme against the agreed criteria, identifying any deviations promptly
- P9 address any deviations, making agreed tactical changes to the programme promptly
- P10 evaluate objectively the supplier's performance, and the effectiveness of its programme, and use this to inform future activities

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Knowledge and understanding

You need to know and understand:

General knowledge and understanding

- K1 the importance of briefing potential third party suppliers fully, and the implications of not doing this
- K2 the importance of clarifying the work required
- K3 the topics to be covered within proposals towards marketing communications activities
- K4 how to assess objectively the merits of proposals, including the factors to be considered
- K5 the importance of establishing and maintaining agreed lines of communication with the third-party supplier
- K6 why it is important to monitor the business relationship with third-party suppliers for conflict, and how to identify the cause(s) of conflict if it occurs, and how to deal with it promptly and effectively

You need to know and understand:

Industry/sector specific knowledge and understanding

- K7 industry/sector specific legislation, regulation, guidelines and codes of practice relating to the marketing services being provided
- K8 market developments and trends affecting the products/services being addressed

You need to know and understand:

Context specific knowledge and understanding

- K9 the levels of skills and competence, and the relative areas of strength and weakness of the third-party supplier
- K10 agreements/contracts relating to the third-party supplier, and associated service levels agreed
- K11 the market aims and objectives sought from the third-party supplier

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Additional Information

Behaviours

1. you present information clearly, concisely and accurately and in ways which promote understanding
2. you work to develop an atmosphere of professionalism and mutual support
3. you show respect for the views and actions of others
4. you show a clear understanding of different customer segments and their needs
5. you agree what is expected of others and hold them to account
6. you confront performance issues and sort them out directly with the people involved
7. you recognise imaginative and innovative solutions

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

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