

CFAM7.3.1

Provide marketing/marketing communications services to clients



Overview

This unit is about working with clients to provide the products/services required, in line with their brief, and their marketing strategy and objectives. It includes developing and managing relationships and seeking opportunities to develop the business with the client.

This unit is recommended for agency/consultancy personnel who manage the client relationship.

CFAM7.3.1

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Performance criteria

You must be able to:

- P1 identify and agree the client's requirements from the agency/consultancy
- P2 assess the services to be provided and identify the skills and competences of the team and associated resources to be allocated to servicing the client
- P3 identify appropriate team members able to offer the skills and competences required
- P4 ensure that the team members understand clearly their roles and responsibilities towards servicing the client's requirements
- P5 confirm lines of communication with the client
- P6 agree performance criteria and a scheduled action plan for the delivery of the marketing services required by the client from the agency
- P7 you monitor the progress and quality of the work of individuals and teams on a regular and fair basis against the standards or level of expected performance, and provide prompt and constructive feedback
- P8 monitor the deliverables and service provided by the agency against the plan and criteria, identifying any deviations promptly
- P9 address any deviations correctly, agreeing any tactical changes to the plan with the relevant person(s)
- P10 evaluate objectively the agency's performance, and the effectiveness of the services provided, and use this to inform future activities

CFAM7.3.1

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Knowledge and understanding

You need to know and understand:

General knowledge and understanding

- K1 the importance of confirming/clarifying the work required in your level of responsibility with your manager/client
- K2 why it is important to allocate work to individuals and/or teams on a fair basis and how to do this effectively
- K3 how to provide prompt and constructive feedback to individuals and/or teams
- K4 the importance of establishing and maintaining agreed lines of communication with the client
- K5 why it is important to monitor the work area and business relationships with clients for conflict, and how to identify the cause(s) of conflict if it occurs, and how to deal with it promptly and effectively

Industry/sector specific knowledge and understanding

- K6 industry/sector specific legislation, regulation, guidelines and codes of practice relating to the services offered

Context specific knowledge and understanding

- K7 the individuals and/or teams within your area of operations, and their relative levels of skills and competence across the services offered
- K8 available resources for providing the services offered
- K9 client agreements/contracts relating to your area of operations
- K10 client marketing strategy and products/services relevant to your area of operations
- K11 agency standards or levels of expected performance

CFAM7.3.1

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Additional Information

Behaviours

1. you work to develop an atmosphere of professionalism and mutual support
2. you show respect for the views and actions of others
3. you show a clear understanding of the client's expectations
4. you agree what is expected of others and hold them to account
5. you make appropriate information and knowledge available promptly to those who need

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