

CFAM8.1.3

Allocate and monitor work within marketing



Overview

This unit is about ensuring that the work required in your area of responsibility is planned effectively and is allocated fairly to individuals and/or teams. It also involves monitoring the progress and quality of the work of individuals and/or teams to ensure that the required level or standard of performance is being met, and reviewing and updating plans of work in the light of developments.

The 'area of responsibility' may be, for example your marketing department or area within an organisation.

For the purposes of this unit, '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.

This unit is recommended for first line and middle marketing managers. Such marketers might be employed within 'client-side' organisations, or within agencies/consultancies offering marketing services to clients.

If your organisation is a small firm, you should also look at unit K1 Make sure your staff can do their work which has been developed by the Small Firms Enterprise and Development Initiative (SFEDI) specifically for small firms and which may be more suitable to your needs. You can obtain information on the unit from the SFEDI website (www.sfedi.co.uk).

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Performance criteria

You must be able to:

- P1 confirm the work required in your area of responsibility with your manager and seek clarification, where necessary, on any outstanding points and issues
- P2 plan how the work will be undertaken, seeking views from people in your area of responsibility, identifying any priorities or critical activities and making best use of the available resources
- P3 ensure that work is allocated to individuals and/or teams on a fair basis taking account of skills, knowledge and understanding, experience and workloads and the opportunity for development
- P4 ensure that individuals and/or teams are briefed on allocated work, showing how it fits with the vision and objectives for the marketing area and the overall organisation, and the standard or level of expected performance
- P5 encourage individuals and/or team members to ask questions, make suggestions and seek clarification in relation to allocated work
- P6 monitor the progress and quality of the work of individuals and/or teams on a regular and fair basis against the standards or level of expected performance, and provide prompt and constructive feedback
- P7 support individuals and/or teams in identifying and dealing with problems and unforeseen events
- P8 motivate individuals and/or teams to complete the work which they have been allocated and provide, where requested and where possible, any additional support and/or resources to help completion
- P9 monitor your area of conflict, identifying the cause(s) when it occurs and dealing with it promptly and effectively
- P10 identify unacceptable or poor performance, discuss the cause(s) and agree ways of improving performance with individuals and/or teams
- P11 recognise successful completion of significant pieces of work or work activities by individuals and/or teams
- P12 use information collected on the performance of individuals and/or teams in any formal appraisals of performance
- P13 review and update plans of work for your area, communicating clearly any changes to those affected

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Knowledge and understanding

You need to know and understand:

General knowledge and understanding

- K1 how to select and apply successfully different methods for communicating with people across an area of responsibility
- K2 the importance of confirming/clarifying the work required in your area of responsibility with your manager, and how to do this effectively
- K3 how to identify and take due account of health and safety issues in the planning, allocation and monitoring of work
- K4 how to produce a plan of work for your area of responsibility, including how to identify any priorities or critical activities and the available resources
- K5 the importance of seeking views from people working in your area and how to take account of their views in producing the plan of work
- K6 why it is important to allocate work to individuals and/or teams on a fair basis and how to do so effectively
- K7 why it is important that individuals and/or teams are briefed on allocated work and the standard or level of expected performance, and how to do so effectively
- K8 the importance of showing individuals and/or teams how their work fits with the vision and objectives of the marketing area and those of the organisation
- K9 ways of encouraging individuals and/or teams to ask questions and/or seek clarification in relation to the work which they have been allocated
- K10 effective ways of regularly and fairly monitoring the progress and quality of work of individuals and/or teams against the standards or level of expected performance
- K11 how to provide prompt and constructive feedback to individuals and/or teams
- K12 why it is important to monitor your area for conflict, and how to identify the cause(s) of conflict when it occurs and deal with it promptly and effectively
- K13 why it is important to identify unacceptable or poor performance by individuals and/or teams and how to discuss the cause(s) and agree ways of improving performance with them
- K14 the type of problems and unforeseen events that may occur and how to support individuals and/or teams in dealing with them
- K15 the additional support and/or resources which individuals and/or teams might require to help them complete their work and how to assist in providing this
- K16 how to select and apply successfully different methods for encouraging, motivating and supporting individuals and/or teams to complete the work which they have been allocated, to improve their performance, and to

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recognise their achievements

General knowledge and understanding (continued)

- K17 how to log information on the ongoing performance of individuals and/or teams and use this information for formal performance appraisal purposes
- K18 the importance of reviewing and updating plans of work for your area in the light of developments, how to reallocate work and resources and communicate clearly the changes to those affected

Industry/sector specific knowledge and understanding

- K19 industry/sector requirements for the development or maintenance of knowledge, understanding and skills
- K20 industry/sector specific legislation, regulations, guidelines, codes of practice relating to carrying out work

Context specific knowledge and understanding

- K21 the individuals and/or teams in your area of marketing
- K22 the vision and objectives for your area of marketing
- K23 the vision and objectives of the overall organisation
- K24 the work required in your area of responsibility
- K25 the available resources for undertaking the required work
- K26 the plan of work for your area of responsibility
- K27 the organisation's written health and safety policy statement and associated information and requirements
- K28 the organisation's policy and procedures in terms of personal development
- K29 organisational standards or level of expected performance
- K30 organisational policies and procedures for dealing with poor performance
- K31 organisational grievance and disciplinary policies and procedures
- K32 organisational performance appraisal systems

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Additional Information

Behaviours

1. you recognise changes in circumstances promptly and adjust plans and activities accordingly
2. you prioritise objectives and plan work to make best use of time and resources
3. you make time available to support others
4. you take personal responsibility for making things happen
5. you show an awareness of your own values, motivations and emotions
6. you show integrity, fairness and consistency in decision-making
7. you agree clearly what is expected of others and hold them to account
8. you seek to understand people's needs and motivations
9. you take pride in delivering high quality work
10. you are vigilant for possible risks and hazards
11. you encourage and support others to make the best use of their abilities
12. you use a range of leadership styles appropriate to different people and situations

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