

The Global Professional Marketing Framework

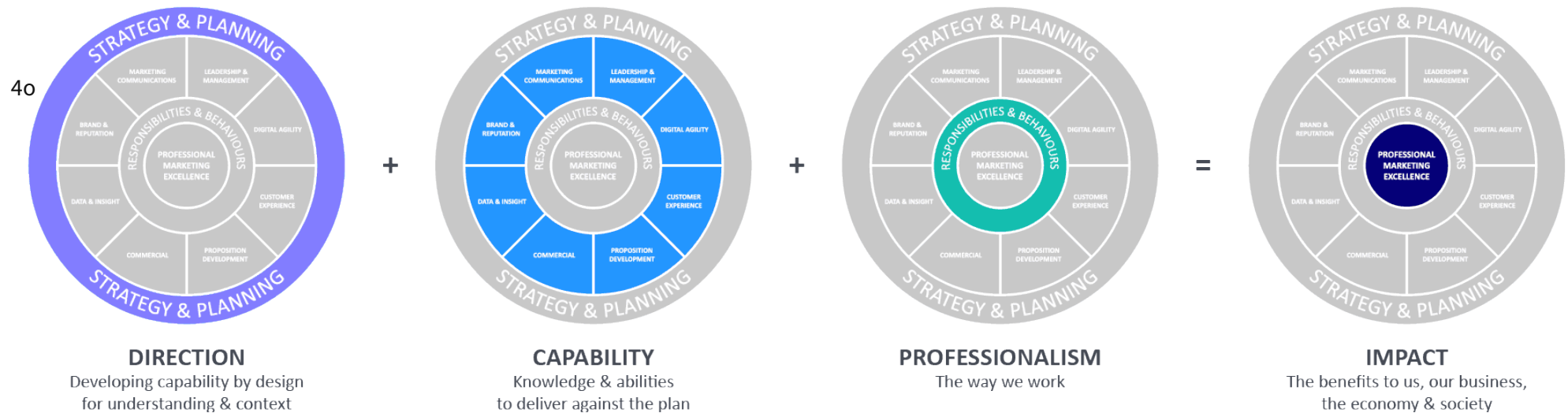


Setting the global standards

Forming the foundation for a strong approach, defining the requirements for a skilled, competent, and relevant marketer.

The Global Professional Marketing Framework (GPMF)

A good business strategy balances clear and focused direction, practical tactics, and a skilled and responsible workforce. These components keep your marketing aligned with your business goals, creating a powerful force for good. The framework forms the foundation for this robust approach, defining what it takes to be a competent, proficient, and relevant marketer.





Essential marketing capabilities

It's essential to have access to this broad mix of marketing capabilities, to build successful marketing teams.

Leadership and management

Effective organisations typically require a balance of both leadership and management to succeed, with leaders providing vision and inspiration, and managers ensuring that the vision is translated into action and results.

- Organisational development
- Project planning
- Resource management
- People, performance and capability



Digital agility

For marketers to be agile, they must be aware of emerging trends in digital channels, technology, automation and AI. Continuous learning and adaptation ensures that marketers are well-equipped to optimise campaigns, engage with evolving technologies, and make data-driven decision.

- Artificial Intelligence
- Emerging trends
- Channels
- Business modelling
- Technology (E-Commerce, UX, analytics)



Customer Experience

Delivering a first-class customer experience and achieving customer advocacy requires a focus on data-driven personalised experiences.

- Customer journey (CRM)
- Omnichannel experience
- Expectations
- Segmentation and personas
- Organisational alignment



Proposition development

These are the required skills to effectively plan, forecast, develop and position a product throughout the product life-cycle.

- Value Proposition
- Market profile
- Strategic fit
- Creative positioning
- Innovation



Commercial

A marketer's ability to make financial decisions, understand relevant governance and risk, consider external and stakeholder influence on the organisation's marketing as well as its competitive stance.

- Financial awareness (forecast/budgeting)
- External influences
- Stakeholder management
- Competitive stance
- Governance and risk



Data and insights

The skills required to gather, interpret and use data effectively, within the framework in which data is governed in your organisation.

- Research (input and output)
- Metrics and trends (social listening)
- Data governance
- Data transition



Brand and reputation

The skills required to manage brand positioning with clear guidelines that protect brand reputation, tracking and measuring its performance and equity, to inform future strategy.

- Identity
- Equity
- Brand management
- Brand reputation (Crisis Management)

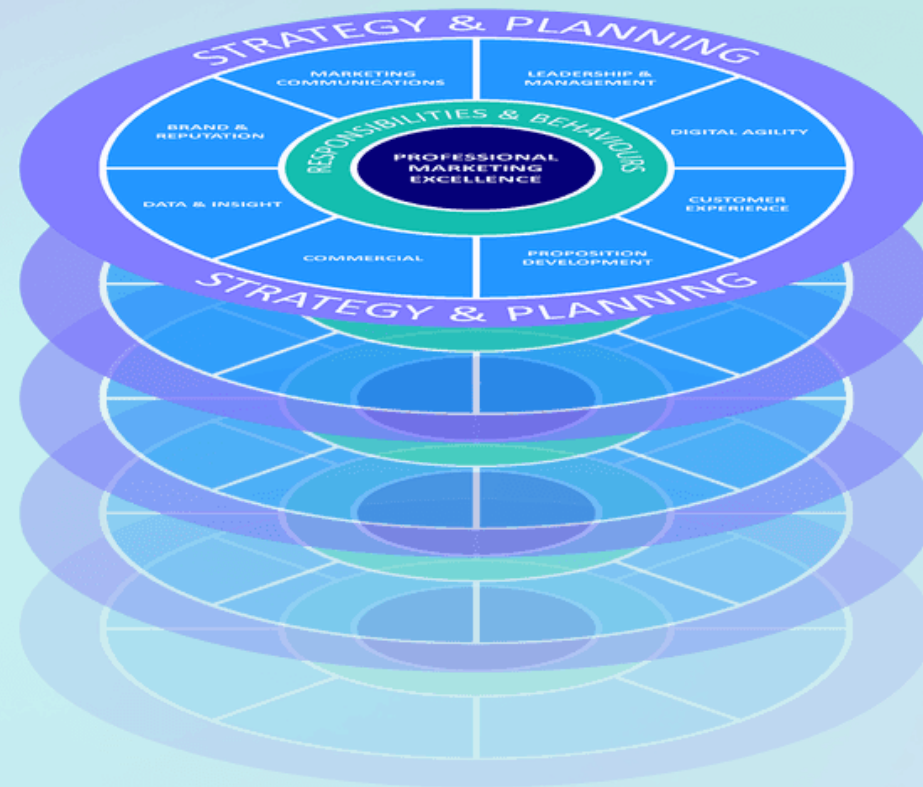


Marketing communications

The skills required to develop and integrate marketing communications strategy within business strategy, using both physical and digital communications tools in a consistent way.

- Integration
- Multi-channel
- Content
- Communications strategy



**EXPERT**

Authoritative, aspirational
& well networked.

SKILLED

Highly skilled in application with
broad marketing experience.

CAPABLE

Skilled and experienced in applying
marketing across central areas.

KNOWLEDGEABLE

Knowledge & experience in
aspects of marketing practice.

AWARE

Limited knowledge or experience
with potential to develop.

Competency levels

Use this simple scale to identify the strengths and the target areas for personal development, of any marketer, whether that's you, your team, or a candidate for a new role.

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