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# Marketer Pathways

## Career Stages

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## Career Stages: Where are you now?

### Typical Competency Level

Typical Competency Level	Generalist	Blended	Specialist	Typical Career Stages
<b>5</b> → Exceptional	Chief Executive	Marketing Consultant <i>(Board Level)</i>	Non-Executive Director <i>(Marketing Expertise)</i>	<b>7</b> ↑ Board Level, Chief Executive, Consultant, Non-Executive Director
	Chief Marketing Officer <i>(CMO)</i>	Head Of Agency		<b>6</b> ↑ CMO/ Agency Head 15+ years marketing experience
<b>4</b> → Strong	Marketing Director <i>(Generalist)</i>	Marketing Director <i>(Specialist)</i>		<b>5</b> ↑ Director 10-15 years marketing experience
<b>3</b> → Solid	Senior Marketing Manager <i>(Generalist)</i>	Senior Marketing Manager <i>(Specialist)</i>		<b>4</b> ↑ Manager (Senior) 5-10 years marketing experience
<b>2</b> → Developing	Marketing Manager <i>(Generalist)</i>	Marketing Manager <i>(Specialist)</i>		<b>3</b> ↑ Manager (Junior) with up to 3-5 years marketing experience
<b>1</b> → Basic	Experienced Marketing Graduate <i>(Generalist)</i>	Experienced Marketing Graduate <i>(Specialist)</i>		<b>2</b> ↑ Experienced Graduate, 0-3 years marketing experience
	Business Graduate	Marketing Graduate	Other Graduate	<b>1</b> ↑ Recent Graduate

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This worksheet can be used to target your career or professional journey.

Using the Career Stages Worksheet the current role and career stage can be plotted.

Next the type of role and the career stage that is sought in the short or long-term can be identified.

Here Career Development questions can be asked;

**Where am I/ the member now?**

**Where is my / the team members, next move?**

**Are there clear career ambitions?**

**What is the longer goal?**

The value of plotting a career course, in terms of career stage and type of role, is that it allows an evaluation of what is needed to get there. It allows an evaluation of the types of competencies and the functional and sector experience that have been achieved to date. It then enables a consideration of the types of roles, competencies, sector and functional experience which may be needed, to achieve our career objective.

For example, are there completely new competencies which I need to develop? Do I need experience outside marketing in sales or general management?

## Where am I currently? Where am I heading?

**Example Worksheet:** On this chart a marketer is currently at Career Stage 3, as a Junior Marketing Manager (Specialist). With an objective in 5 years' time to become a Marketing Director (Generalist) at Career Stage 5.

Current Career Stage	Current Role	Duration		Future Role	Future Career Stage
		5 years			
		✓	✓		
<b>7</b> Board Level Chief Executive Consultant Non-Executive Director ↑	Chief Executive			Chief Executive	<b>7</b> Board Level Chief Executive Consultant Non-Executive Director ↑
	Consultant Board Level			Consultant Board Level	
	Non-Executive Director			Non-Executive Director	
<b>6</b> CMO / Agency Head 15+ years marketing experience ↑	Chief Marketing Officer CMO			Chief Marketing Officer CMO	<b>6</b> CMO / Agency Head 15+ years marketing experience ↑
	Head of Agency			Head of Agency	
	Other Stage 6 Role			Other Stage 6 Role	
<b>5</b> Marketing Director 10-15 years marketing experience ↑	Marketing Director (Generalist)		▶	Marketing Director (Generalist)	<b>5</b> Marketing Director 10-15 years marketing experience ↑
	Marketing Director (Specialist)			Marketing Director (Specialist)	
	Other Stage 5 Role			Other Stage 5 Role	
<b>4</b> Manager (Senior) 5-10 years marketing experience ↑	Senior Marketing Manager (Generalist)			Senior Marketing Manager (Generalist)	<b>4</b> Manager (Senior) 5-10 years marketing experience ↑
	Senior Marketing Manager (Specialist)			Senior Marketing Manager (Specialist)	
	Other Stage 4 Role			Other Stage 4 Role	
<b>3</b> Manager (Junior) 3-5 years marketing experience ↑	Junior Marketing Manager (Generalist)			Junior Marketing Manager (Generalist)	<b>3</b> Manager (Junior) 3-5 years marketing experience ↑
	Junior Marketing Manager (Specialist)			Junior Marketing Manager (Specialist)	
	Other Stage 3 Role			Other Stage 3 Role	
<b>2</b> Experienced Graduate 0-3 years marketing experience ↑	Experienced Marketing Graduate (Generalist)			Experienced Marketing Graduate (Generalist)	<b>2</b> Experienced Graduate 0-3 years marketing experience ↑
	Experienced Marketing Graduate (Specialist)			Experienced Marketing Graduate (Specialist)	
	Other Stage 2 Role			Other Stage 2 Role	
<b>1</b> Recent Graduate limited experience ↑	Business Graduate			Business Graduate	<b>1</b> Recent Graduate limited experience ↑
	Marketing Graduate			Marketing Graduate	
	Other Graduate			Other Graduate	

## Career Stages: Where am I currently? Where am I heading?

Current Career Stage	Current Role	Duration		Future Role	Future Career Stage
		✓	✓		
<b>7</b> Board Level Chief Executive Consultant Non-Executive Director ↑	Chief Executive			Chief Executive	<b>7</b> Board Level Chief Executive Consultant Non-Executive Director ↑
	Consultant Board Level			Consultant Board Level	
	Non-Executive Director			Non-Executive Director	
<b>6</b> CMO / Agency Head 15+ years marketing experience ↑	Chief Marketing Officer CMO			Chief Marketing Officer CMO	<b>6</b> CMO / Agency Head 15+ years marketing experience ↑
	Head of Agency			Head of Agency	
	Other Stage 6 Role			Other Stage 6 Role	
<b>5</b> Marketing Director 10-15 years marketing experience ↑	Marketing Director (Generalist)			Marketing Director (Generalist)	<b>5</b> Marketing Director 10-15 years marketing experience ↑
	Marketing Director (Specialist)			Marketing Director (Specialist)	
	Other Stage 5 Role			Other Stage 5 Role	
<b>4</b> Manager (Senior) 5-10 years marketing experience ↑	Senior Marketing Manager (Generalist)			Senior Marketing Manager (Generalist)	<b>4</b> Manager (Senior) 5-10 years marketing experience ↑
	Senior Marketing Manager (Specialist)			Senior Marketing Manager (Specialist)	
	Other Stage 4 Role			Other Stage 4 Role	
<b>3</b> Manager (Junior) 3-5 years marketing experience ↑	Junior Marketing Manager (Generalist)			Junior Marketing Manager (Generalist)	<b>3</b> Manager (Junior) 3-5 years marketing experience ↑
	Junior Marketing Manager (Specialist)			Junior Marketing Manager (Specialist)	
	Other Stage 3 Role			Other Stage 3 Role	
<b>2</b> Experienced Graduate 0-3 years marketing experience ↑	Experienced Marketing Graduate (Generalist)			Experienced Marketing Graduate (Generalist)	<b>2</b> Experienced Graduate 0-3 years marketing experience ↑
	Experienced Marketing Graduate (Specialist)			Experienced Marketing Graduate (Specialist)	
	Other Stage 2 Role			Other Stage 2 Role	
<b>1</b> Recent Graduate limited experience ↑	Business Graduate			Business Graduate	<b>1</b> Recent Graduate limited experience ↑
	Marketing Graduate			Marketing Graduate	
	Other Graduate			Other Graduate	

# Pathways Personal Development Plan: Use the Planning Guide to get you started!

**Career Stage** ..... **Career Goal** ..... **Timeframe** .....

70% Learning from Experiences			20% Learning from Others		10% Learning from Instruction		
Career Stages Chart Grow Model Competency Model Business Areas Overview			Career Conversations Guide		MII Learning & Development Course Overview	Success Checklist	
What is my Goal?	What experiences do I need?	Who do I need exposure to?	How do I learn from a Coach?	How do I learn from a Mentor?	What Training or Education do I need?	When is my deadline?	What will my success criteria be?
Example	Example	Example	Example	Example	Example	Example	Example
Develop a Marketing Skill / Learn a new skill	Look for an assignment in this area	Seek out subject matter experts or network in my industry on this topic	Are there coaches available internally in my organisation	Seek out my manager or respected senior leader and invite them to mentor me	Marketing Skills Programmes	Make a list & sign up within one month	Assignments or on the job experiences complete
Competencies to focus on: Business & People	Check if on the job experience can be gained	Observe others with strengths or knowledge in this competency	Is a Coach needed for skills, leadership, career or executive performance	Use the Career Conversations Guide	YouTube Publications Books Blogs	Get budget approval within 3 months or make a personal investment	Experience of more challenging situations
Build on broader business / Functional Knowledge	Seek situations to demonstrate competencies				Behavioural Competency Courses	Start next course term	Identify and learnings from experts or those with strengths
					Business Specific Topics	Complete within 1 year	Mentor relationship established with follow ups in place
					Personal Development Courses		Courses or formal learnings completed with learnings incorporated into role