



National Marketing Professional Services

Competencies & Skill Sets

/ Foreword

Path to Professional Certification

For over sixty years, Marketing Institute Ireland (MII) has been at the forefront of advancing marketing excellence, driven by a commitment to our mission of building better marketers, who practice better marketing to deliver better performance. Grounded in the principles of being better, we focus on delivering marketing excellence through education, training and experiences that drive organisational improvements and empower professionals to excel in an ever-changing cultural and economic landscape.



We're pleased to introduce the MII National Marketing Professional Services — a dedicated initiative designed to strengthen the profession and support the growth of marketers across Ireland.

At its core, this initiative provides a structured, strategic framework for professional development. Key services include the creation of the MII National Marketing Competency Framework, the introduction of the Competency Assessment Service and the setting of professional standards. Each element is designed to enhance both individual career progression and organisational capability.

This work is the culmination of over 2 years of collaboration with MII members — industry leaders, academics, and practitioners nationwide. Your contributions have shaped an offering that reflects the expertise, ambition, and shared commitment of our community to raising standards in marketing.

Whether you are focused on personal development or building team capability, these services are here to support your journey.

Together, we are defining professional standards, strengthening practice, and shaping a more competitive future for marketing in Ireland.

Warm regards,

Shane McGonigle

Chief Executive Officer

Marketing Institute Ireland

Path to Professional Certification

The MII National Marketing Professional Services consists of:

National Marketing Competency Framework

The MII National Marketing Competency Framework defines the critical skills, knowledge and abilities that must be mastered by marketing professionals in Ireland.



Educational Resources

The educational resources will include short videos and online guides that clearly explain the ten competencies and the key skills assessed in each.

In addition, MII Members can access our Insights Section with blogs, industry updates, and a resource library. Participate in Events like webinars, networking, and meetups, while also benefiting from Education & Training opportunities, including short courses, masterclasses, and accredited programmes to enhance their marketing skills.



Competency Assessment

An online tool designed to help marketers evaluate their expertise across 10 Marketing Competencies at three different levels of expertise - Foundation, Executive and Senior level.



Personalised Development Reports

The Competency Assessment generates a personalised report, highlighting the individual's strengths and any areas for further development.



Certification

Upon successfully completing the assessment at Executive & Senior Level, participants receive the MII Certificate of Marketing Professional Competency.

Senior-level participants who pursue the Continuous Development Programme can earn the Senior Marketing Professional Certification, a European-recognised credential with a 3-year development pathway.

National Marketing Competency Framework

The National Marketing Competency Framework defines the critical skills, knowledge and abilities that must be mastered by marketing professionals in Ireland.

This framework aims to standardise marketing practices, enhance professional development, and ensure that marketing professionals possess the competencies necessary to effectively contribute to their organisation and the Irish economy. It identifies core competencies & marketing disciplines that every marketer, regardless of experience level or industry type must master. Whether you are new to marketing, developing your personal skillset or looking to recruit the right person, these competencies are the essential components of marketing success.

It not only identifies gaps within individuals and teams but also provides a clear pathway for career progression and personal development. Suitable for any industry or sector, this framework empowers marketing teams to pursue personal development goals and accelerate career advancement.

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The Competencies

At its core, the new National Marketing Competency Framework (NMCF) highlights what good looks like and how you get there, identifying the three core competencies that every marketer, regardless of experiences level or industry type must master.

1. **Brand Strategy**
2. **Business Performance**
3. **Insight and Planning**

It also identifies the important additional seven competencies that make up the marketing discipline.

4. **Responsible Marketing**
5. **Marketing Strategy**
6. **Creativity and Communication**
7. **Digital Optimisation**
8. **Innovation and NPD**
9. **Channel Experience**
10. **Pricing Strategy**

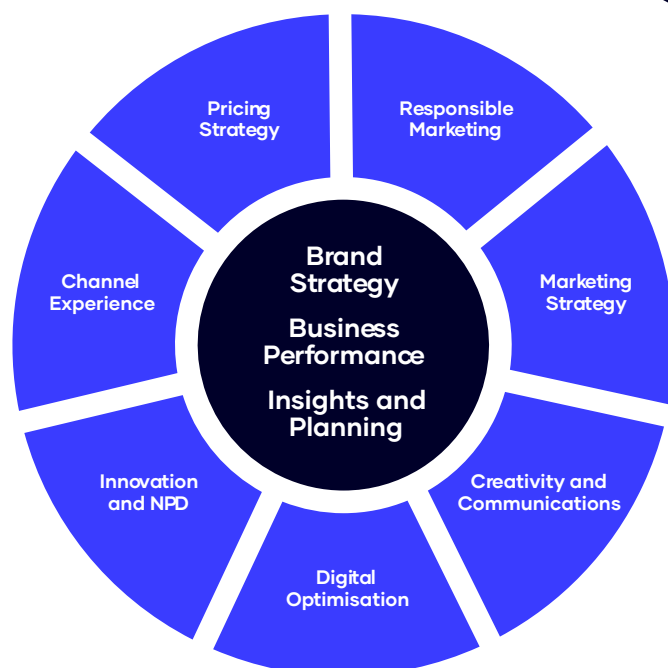
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The MII National Marketing Competency Framework is accredited by the European Marketing Confederation (EMC), ensuring alignment with European standards.

The Principles of Core Customer Centricity

Customer centricity is a core principle in marketing, guiding marketers to ensure products and services are relevant and competitive.

It shapes how marketers think and behave, focusing on understanding and prioritising customer needs to create consistent, brand-aligned experiences. When evaluating marketing competencies, you must stay grounded in your understanding and application of the principle of customer centricity. Success involves understanding and prioritising the evolving needs of customers and creating consistent experiences that align with your brand.



Core Competencies

1. Brand Strategy

A brand strategy is a long-term plan to position a brand effectively, achieve its goals, and connect with its target audience. It focuses on delivering a clear, unique identity that stands out from competitors. By clearly communicating the brand's purpose and offerings, a strong brand strategy shapes customer perceptions and builds lasting value. An effective brand strategy involves understanding the brand's market position, identifying the target customer, analysing competitors, and highlighting what makes the brand unique. This approach ensures the brand stands out, resonates with its audience, and fosters loyalty over time.

Skill Sets:

- data - analysis - insights
 - commercial & financial literate
 - strategic management
 - stakeholder management
 - performance measurement & continuous improvement
-

2. Business Performance

Business performance is the shared responsibility of everyone within a business to contribute to how the business achieves its goals, generates revenue and delivers value. Marketers must prioritise what's most important for the business and align their efforts to make a measurable impact

Skill Sets:

- commercial & financial literate
 - data - analysis - insights
 - activity selection
 - collaboration
 - performance measurement & continuous improvement
-

3. Insights & Planning

Insight & Planning involves uncovering unique and valuable information to improve strategic business decisions. It starts with examining data, trends and behaviours to find meaningful insights & foresights offering new perspectives. Done well, it can drive business growth, improve efficiency of operations, spark marketing creativity and increase audience engagement.

Skill Sets:

- strategic management - planning
 - research methodologies
 - data - analysis
 - application through storytelling
 - performance measurement
-

4. Responsible Marketing

Ethics, Integrity, Risk, Compliance, Legal, and Sustainability is pivotal for ensuring that marketing practices align with both societal expectations and legal requirements.

This competency represents a commitment to conducting marketing activities with the highest standards of ethical behaviour, transparency, and accountability.

Skill Sets:

- ethics & integrity
 - adherence - legal, regulatory & compliance
 - stakeholder management
 - communications
 - performance measurement & continuous improvement
-

5. Marketing Strategy

A marketing strategy is a detailed plan that outlines and guides how a business will reach and engage its target audience, guiding them toward becoming customers, while meeting business goals and adapting to the changing market landscape.

A marketing strategy can involve one or more brands. When multiple brands are involved, a portfolio strategy should be integrated to ensure cohesive management and alignment across all brands.

A good strategy includes the following components -

- having clear objectives & goals
- target market segmentation & identification
- analysing competitors
- creating marketing tactics – inc channel selection
- setting budgets
- measuring the effectiveness of campaigns.

A key aspect of any marketing strategy is understanding and shaping the product or service. The product offering is crucial as it represents the value delivered to the customer. Marketers are essential in developing and refining products to meet market needs and drive customer satisfaction.

***Note:** A brand strategy by comparison focuses on defining the overall identity and positioning of a brand in the market to build customer loyalty in the long term.*

Skill Sets:

- commercial and financial competent
 - data - analysis - insights - planning
 - resource management
 - strategic management [with the marketing mix]
 - performance measurement & continuous improvement
-

6. Creativity and Communications

Creativity & Communications is the skill and ability to effectively craft and deliver compelling ideas / campaigns that connect with audiences.

Communications rooted in insights use research to understand audience behaviours and customer sentiment, guiding and inspiring creative direction. By aligning campaigns with these insights, marketers can create authentic, attention-grabbing content that resonates with audiences, enhances brand loyalty and delivers strong business results. Effective creative communication ensures campaigns; achieve cut-through, capture the audience attention, reflects customer sentiment and differentiates the brand in meaningful ways.

Skill Sets:

- understanding your audience
 - communication
 - channels selection
 - stakeholder management
 - Measurability & Continuous Improvement
-

7. Digital Optimisation

Digital Optimisation means using digital technologies to make business processes, models and customer experience better.

It focuses on using data and digital tools to improve marketing efforts, engage customers and achieve sustainable growth. It enhances the efficiency, effectiveness and value of a business.

Skill Sets:

- strategic management
 - martech
 - data
 - innovation
 - platform management
-

8. Innovation and NPD

Innovation is the discovery, development and delivery of ideas that meet, or even create, customer needs. Successful innovation is fuelled by curiosity and underpinned with deep rooted consumer insight, to identify new or changing consumer needs and behaviours. Innovation generates ideas that answer a consumer problem or simply evolve current solutions for added value.

New Product Development [NPD] is the process of turning these ideas into products, propositions & services and delivering them to market. NPD projects can range from new products, packaging solutions, propositions, processes, positioning or branding to renovating existing ranges and delivering them in a more sustainable way. The end result is to bring a differentiated benefit and value to the consumers and generate long-term trust and loyalty.

NOTE - Successful Innovation and New Product Development (NPD) relies on it being embedded in its culture. To build this culture, businesses should encourage open communication and collaboration, be willing to experiment and learn from failure, and support curiosity, continuous learning, and risk-taking. By embedding these principles into daily practices, businesses can consistently create innovative solutions that meet customer needs and ensure long-term growth.

Skill Sets:

- strategic management
 - data - analysis - insights
 - creative thinking
 - delivery
 - measurement & continuous improvement
-

9. Channel Experience

Channel Experience is the development & implementation of strategies to optimise online AND offline channels, ensuring customer engagement, enhanced customer journeys, aligned with business goals and rising customer expectations.

By mapping the customer journey, addressing pain points, and making incremental improvements, businesses can create personalised, empathetic experiences that anticipate customer needs. Integrating feedback from customers and staff, maintaining a balance and consistent seamless experience between online and offline channels, and clearly communicating the businesses value propositions are essential.

This approach shifts the focus from managing channels as operational tools to designing them as strategic enablers of an exceptional customer experience, ultimately driving loyalty, satisfaction, and business success.

Skill Sets:

- insights & analysis
 - journey mapping
 - strategic implementation
 - stakeholder management
 - measurement & continuous improvement
-

10. Pricing Strategy

Understands the strategic relationship between pricing and perceived brand value. Capable of strategically and tactically managing the axis of value between financial performance, product pricing, consumer demand/price elasticity, and competitive positioning.

Skill Sets:

- commercial & financial literate
 - understanding pricing
 - strategic management
 - components of pricing
 - analysis
-

Competency Assessment Service

Our online assessment tool allows marketers to evaluate their proficiency across 10 key competencies and generates a personalised report highlighting strengths and development areas—supporting focused, tailored growth plans.

There are three levels of assessment available:

Foundation Level [50 questions]

For those new to marketing or with minimal marketing qualifications and/or experience.

Executive Level [150 questions]

For professionals with formal marketing qualifications and/or industry experience up to 10 years. Upon successful completion^ of this assessment level, MII members may be eligible for the **Certificate of Professional Marketer, Executive Level [EMII]** recognising their demonstrated proficiency across the ten key marketing competencies.

Senior Level [150 questions]

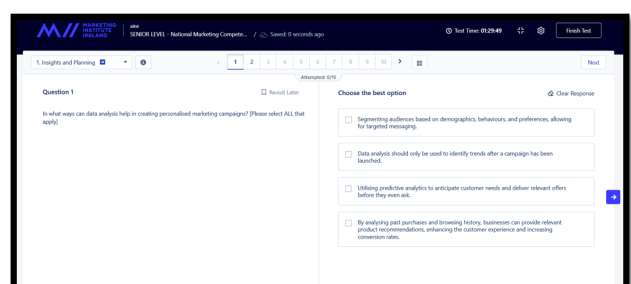
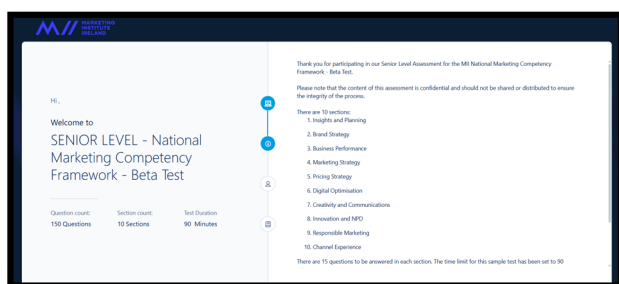
For experienced marketing professionals (10+ years) actively working in the field. Upon successful completion^ of this assessment level, MII members may be eligible for the **Certificate of Professional Marketer Senior Level [SMII]** recognising their demonstrated proficiency across the ten key marketing competencies.

Proctored Assessment

The MII National Marketing Competency Framework assessment will be proctored to ensure the integrity and fairness of the examination process. This means that your test will be monitored through automated proctoring technology, to verify your identity and observe your testing environment and behaviour throughout the duration of the exam.

Proctoring will involve the use of your webcam, microphone, and screen recording, and you will be asked to perform an identity check and room scan before beginning the assessment. Any suspicious activity may be flagged for review.

We will provide participants with the relevant proctoring guidelines in advance to ensure their equipment and environment meet the necessary requirements.



Personalised Development Report

As part of the MII National Marketing Professional Services, each participant will receive a Personalised Development Report within 10 days. This report provides a tailored analysis of individual performance across the full range of competencies outlined in the National Marketing Competency Framework.

The report highlights key strengths, identifies specific development areas, and offers targeted insights that can shape professional growth, guide career planning, and inform future learning pathways. Whether you are early in your marketing career or an experienced professional seeking to refine your expertise, this report delivers clear direction on where to focus your development efforts.

Features of the report include:

- A competency-by-competency breakdown
- Benchmarking against industry and professional standards.
- Tailored guidance for setting meaningful development goals.
- Practical language and layout to ensure ease of understanding and use.
- Usefulness in both self-reflection and structured conversations with managers, mentors, or coaches.

By offering a detailed, evidence-based view of your current capabilities, the Personalised Development Report becomes a powerful tool in building a clear, confident path toward professional certification and long-term career success.



MII Professional Certification

The Path to Professional Certification from the Marketing Institute Ireland offers a structured and progressive approach to developing marketing expertise at every career stage.

These pathways are designed to uphold and advance marketing excellence across Ireland by enabling marketers to build and demonstrate their capabilities through recognised certification. Aligned with internationally recognised standards and best practices across Europe and beyond, they ensure learning is practical, relevant, and reflective of the evolving demands of the industry. Whether you're just starting out or advancing into senior roles, the pathways support continuous professional development and position Irish marketers to succeed both locally and on the global stage with qualifications that are respected and valued worldwide.

Upon successful completion of the Executive or Senior assessment, MII members will be awarded the Certificate of Marketing Professional Competency from MII, recognising their demonstrated proficiency across the ten key marketing competencies.

Senior Marketing Professional Certification

If you successfully pass the Senior Level Assessment, you may be eligible for the Senior Marketing Professional (SMP) Certification with the European Marketing Confederation (EMC), subject to meeting additional eligibility criteria. For more information please contact professional@mii.ie



MII Marketing Professional Service

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