Outline of Job Category and Key Performance Indicator

(1) Marketing

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Outline of Job Category Marketing

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Outline of Marketing

Job Category	Marketing		
Specialty Field	Marketing Management	Sales Channel Strategy	Market Communication
Level 7			
Level 6			
Level 5			
Level 4			
Level 3			
Level 2			
Level 1			

Description of Job Category

Performs design and planning of business strategies such as operation strategies, sales strategies, implementation plans, financial planning, and sales channel strategies, by implementing forecasts and analysis of market trends for company, business, products and services in order to meet customer needs. Has responsibility for the investment effects of business strategy, novelty, and customer satisfactions planned through market analysis and etc.

This job category is classified into the following specialty fields.

●Marketing Management

Performs formulation of strategy for linking customer needs and own company products and services by implementing market insight, goals, and action plan. In addition, manages plan progress and performs review of strategy and action plans in accordance with market and customer needs.

●Sales Channel Strategy

Performs strategy planning to establish optimum sales channel for products or solutions. Performs measures in order to set goals and achieve good results, as well as provide guidance on sales channel.

●Market Communication

Design and impelement promotion strategy in order to enhance profile of his/her own company and to boost demand on provided products or solutions.

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Key Performance Indicator
Marketing

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Key Performance Indicator: Marketing

Specialty Field	Marketing Management	Level 7

[Busienss Contribution]

●Responsibilities

Leads marketing team members, as a person responsible for marketing management in design and planning for business strategies such as forecasts and analysis of market trends for company, business, products and services to meet customer needs, operation strategy, sales strategy, implementation planning and financial planning. Has experience and performance of achieving success in investment effects, novelty, and customer satisfaction of designed and planned business strategy three times or more (At least one project must meet the complexity and size of Level 7, and others can be of Level 6 or above)

●Complexity

Has experience and performance of achieving successful results in marketing management with three or more of the following complexity criteria. ("Global advanced marketing" is required.).

□International marketing (Critical environment in cultural, social, international, and political aspects) □Global advanced marketing

□Complicated competitive relationships environment □Highly volatile market environment □Various customer needs

□New markets □New products group, services group □Coexistence environment with customer retention type and customer development type of marketing

□Market communication to need complicated strategy and method

●Size

Has experience and performance of implementing successful maketing management with the following size

□The top product or service in market share

□The top 10 product or service in market share, with five or more of above complexity criteria

[Professional Contribution]

-Has the high specialty in either one of the following marketing areas sufficient to guide others and leads the industry.

□Analysis of market opportunities □Research and selection of target market □Formulation of marketing strategy

□Planning of marketing program □Implementation and management of marketing plan

-Has performance in five or more items of following sales expertise succession.

□Acitivities in professional community such as academic society and committee □Publication of a book □Publication of a paper outside the company

□Publication of a paper within the company □Invited to speak outside the company □Instructor within the company □Filing of a patent application

-Develops subordinates (by mentoring, coaching and etc.)

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Key Performance Indicator: Marketing

Specialty Field	Marketing Management	Level 6

[Business Contribution]

●Responsibilities

Leads marketing team members, as a person responsible for marketing management in design and planning for business strategies such as forecasts and analysis of market trends for company, business, products and services to meet customer needs, operation strategy, sales strategy, implementation planning and financial planning. Has experience and performance of achieving success in investment effects, novelty, and customer satisfaction of designed and planned business strategy three times or more (At least one project must meet the complexity and size of Level 6, and others can be of Level 5 or above)

●Complexity

Has experience and performance of achieving successful results in marketing management with two or more of the following complexity criteria.

□International marketing (Critical environment in cultural, social, international, and political aspects) □Global advanced marketing

□Complicated competitive relationships environment □Highly volatile market environment □Various customer needs

□New markets □New products group, services group □Coexistence environment with customer retention type and customer development type of marketing

□Market communication to need complicated strategy and method

●Size

Has experience and performance of implementing successful maketing management in projects with the following size

□The top 10 product or service in market share,

□The top product or service of market share within a company, and with four or more of above complexity criteria

[Professional Contribution]

-Has the high specialty in either one of the following marketing areas sufficient to guide others and contributes to the industry.

□Analysis of market opportunities □Research and selection of target market □Formulation of marketing strategy

□Planning of marketing program □Implementation and management of marketing plan

-Has performance in four or more items of following expertise succession.

□Professional community activities such as academic society and committee □Publication of a book □Publication of a paper outside the company

□Publication of a paper within the company □Invited to speak outside the company □Instructor within the company □Filing of a patent application

-Develops subordinates (by mentoring, coaching and etc.)

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Key Performance Indicator: Marketing

Specialty Field	Marketing Management	Level 5

[Business Contribution]

●Responsibilities

Leads marketing team members, as a person responsible for marketing management in design and planning for business strategies such as forecasts and analysis of market trends for company, business, products and services to meet customer needs, operation strategy, sales strategy, implementation planning and financial planning. Has experience and performance of achieving success in investment effects, novelty, and customer satisfaction of designed and planned business strategy three times or more (At least one project must meet the complexity and size of Level 5, and others can be of Level 4 or above)

●Complexity

Has experience and performance of achieving successful results in marketing management with three or more of the following complexity criteria.

□International marketing (Critical environment in cultural, social, international, and political aspects) □Global advanced marketing

□Complicated competitive relationships environment □Highly volatile market environment □Various customer needs

□New markets □New products group, services group □Coexistence environment with customer retention type and customer development type of marketing

□Market communication to need complicated strategy and method

●Size

Has experience and performance of implementing successful maketing management in projects ith the following size

□The top product or service of market share within a company

[Professional Contribution]

-Has the high specialty in either one of the following marketing areas sufficient to guide others and contributes to the company.

□Analysis of market opportunities □Research and selection of target market □Formulation of marketing strategy

□Planning of marketing program □Implementation and management of marketing plan

-Has performance in three or more items of following expertise succession.

□Professional community activities such as academic society and committee □Publication of a book □Publication of a paper outside the company

□Publication of a paper within the company □Instructor outside the company □Instructor within the company □Filing of a patent application

-Develops subordinates (by mentoring, coaching and etc.)

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Key Performance Indicator: Marketing

Specialty Field	Sales Channel Strategy	Level 6

[Business Contribution]

●Responsibilities

Leads marketing team members, as a person responsible for sales channel strategy that consolidates multiple product groups, service groups or specific customer segments in strategy planning of establishment for optimum sales channel of product, solution, or services to meet customer needs. Has experience and performance of achieving success in investment effects, novelty, and customer satisfaction of designed sales channel strategy three times or more (At least one project must meet the complexity and size of Level 6, and others can be of Level 5 or above).

●Complexity

Has experience and performance of achieving successful results in project with two or more of the following complexity criteria.

□International marketing (Critical environment in cultural, social, international, and political aspects) □Global advanced marketing
□Complicated competitive relationships environment □Highly volatile market environment □Various customer needs
□New markets □New products group, services group □Coexistence environment with customer retention type and customer development type of marketing
□Market communication to need complicated strategy and method

●Size

Has experience and performance of implementing successful sales channel maketing with the following size

□The top 10 product or service in market share.
□The top product or service of market share within a company, and with four or more of above complexity criteria

[Professional Contribution]

-Holds the high specialty in either one or more of the following major themes of this specialty field sufficient enough to guide others and contributes to the industry.

□Analysis of market opportunities □Research and selection of target market □Building of marketing strategy
□Planning of marketing program □Execution and management of marketing plan

-Has recognized accomplishments in four items or more of following expertise succession.

□Professional community activities such as academic society and committee □Publication of a book □Publication of a paper outside the company
□Publication of a paper within the company □Invited to speak outside the company □Instructor within the company □Filing of a patent application

-Develops subordinates (by mentoring, coaching, and etc.)

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Key Performance Indicator: Marketing

Specialty Field	Sales Channel Strategy	Level 5

[Business Contribution]

●Responsibilities

Leads marketing team members, as a person responsible for sales channel strategy that consolidates multiple product groups, service groups or specific customer segments in strategy planning of establishment for optimum sales channel of product, solution, or services to meet customer needs. Has experience and performance of achieving success in investment effects, novelty, and customer satisfaction of designed sales channel strategy three times or more (At least one project must meet the complexity and size of Level 5, and others can be of Level 4 or above)

●Complexity

Has experience and performance of achieving successful results in project with two or more of the following complexity criteria.

□International marketing (Critical environment in cultural, social, international, and political aspects) □Global advanced marketing
□Complicated competitive relationships environment □Highly volatile market environment □Various customer needs
□New markets □New products group, services group □Coexistence environment with customer retention type and customer development type of marketing
□Market communication to need complicated strategy and method

●Size

Has experience and performance of implementing successful sales channel maketing with the following size

□The top product or service of market share within a company.
□The top 10 product or service of market share within a company, and with four or more of above complexity criteria

[Professional Contribution]

-Has the high specialty in either one of the following marketing areas sufficient to guide others and contributes to the company.

□Analysis of market opportunities □Research and selection of target market □Formulation of marketing strategy
□Planning of marketing program □Implementation and management of marketing plan

-Has performance in three or more items of following expertise succession.

□Activites in professional community activities such as academic society and committee □Publication of a book □Publication of a paper outside the company
□Publication of a paper within the company □Instructor outside the company □Instructor within the company □Filing of a patent application

-Develops subordinates (by mentoring, coaching and etc.)

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Key Performance Indicator: Marketing

Specialty Field	Sales Channel Strategy	Level 4

[Business Contribution]

●Responsibilities

Leads marketing team members, as a leader of sales channel strategy that consolidates multiple product groups, service groups or specific customer segments in strategy planning of establishment for optimum sales channel of product, solution, or services to meet customer needs. Has experience and performance of achieving success in investment effects, novelty, and customer satisfaction of designed and planned sales channel strategy two times or more (At least one project must meet the complexity and size of Level 4 and others can be of Level 3 or above).

●Complexity

Has experience and performance of achieving successful results in project with two or more of the following complexity criteria.

□International marketing (Critical environment in cultural, social, international, and political aspects) □Global advanced marketing

□Complicated competitive relationships environment □Highly volatile market environment □Various customer needs

□New markets □New products group, services group □Coexistence environment with customer retention type and customer development type of marketing

□Market communication to need complicated strategy and method.

●Size

Has experience and performance of implementing successful sales channel maketing with the following size

□Not specified.

[Professinal Contribution]

-Has the high specialty in either one of the following marketing areas sufficient to guide others.

□Analysis of market opportunities □Research and selection of target market □Formulation of marketing strategy

□Planning of marketing program □Implementation and management of marketing plan

-Has performance in one or more items of following expertise succession.

□Activities in professional community such as academic society and committee □Publication of a book □Publication of a paper outside the company

□Publication of a paper within the company □Instructor outside the company □Instructor within the company □Filing of a patent application

-Develops subordinates (by mentoring, coaching and etc.)

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Key Performance Indicator: Marketing

Specialty Field	Market Communication	Level 6

[Business Contribution]

●Responsibilities

Leads marketing team members, as a person responsible for market communicatons on multiple product groups, service groups or specific customer segment in promotion strategy planning to enhance profile of his/her own company and to boost demand on provided products or solutions. Has ecperience and performance of achieving success in investment effects, novelty, and customer satisfaction of designed promotion strategy three times or more (At least one project must meet the complexity and size of Level 6, and others can be of Level 5 or above).

●Complexity

Has experience and performance of achieving successful results in project with two or more of the following complexity criteria.

□International marketing (Critical environment in cultural, social, international, and political aspects) □Global advanced marketing
□Complicated competitive relationships environment □Highly volatile market environment □Various customer needs
□New markets □New products group, services group □Coexistence environment with customer retention type and customer development type of marketing
□Market communication to need complicated strategy and method

●Size

Has experience and performance of implementing successful promotion with the following size

□The top 10 product or service in market share,
□The top product or service of market share within a company, and with four or more of above complexity criteria

[Professional Contribution]

-Has the high specialty in either one of the following marketing areas sufficient to guide others and contributes to the industry.

□Analysis of market opportunities □Research and selection of target market □Formulation of marketing strategy
□Planning of marketing program □Implementation and management of marketing plan

-Has performance in four or more items of following sales expertise succession.

□Professional community activities such as academic society and committee □Publication of a book □Publication of a paper outside the company
□Publication of a paper within the company □Instructorto outside the company □Instructor within the company □Filing of a patent application

-Develops subordinates (by mentoring, coaching and etc.)

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Key Performance Indicator: Marketing

Specialty Field	Market Communication	Level 5

[Business Contribution]

●Responsibilities

Leads marketing team members, as a person responsible for market communicatons on multiple product groups, service groups or specific customer segment in promotion strategy planning to enhance profile of his/her own company and to boost demand on provided products or solutions. Has ecperience and performance of achieving success in investment effects, novelty, and customer satisfaction of designed promotion strategy three times or more (At least one project must meet the complexity and size of Level 5, and others can be of Level 4 or above).

●Complexity

Has experience and performance of achieving successful results in project with two or more of the following complexity criteria.

□International marketing (Critical environment in cultural, social, international, and political aspects) □Global advanced marketing

□Complicated competitive relationships environment □Highly volatile market environment □Various customer needs

□New markets □New products group, services group □Coexistence environment with customer retention type and customer development type of marketing

□Market communication to need complicated strategy and method

●Size

Has experience and performance of implementing successful promotion with the following size

□The top product or service of market share within a company.

□The top 10 product or service of market share within a company, and with four or more of above complexity criteria

[Professional Contribution]

-Has the high specialty in either one of the following marketing areas sufficient enough to guide others and contributes to the company.

□Analysis of market opportunities □Research and selection of target market □Formulation of marketing strategy

□Planning of marketing program □Implementation and management of marketing plan

-Has performance in three or more items of following expertise succession.

□Activities in professional community such as academic society and committee □Publication of a book □Publication of a paper outside the company

□Publication of a paper within the company □Instructor outside the company □Instructor within the company □Filing of a patent application

-Develops subordinates (by mentoring, coaching and etc.)

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Key Performance Indicator: Marketing

Specialty Field	Market Communication	Level 4

[Business Contribution]

●Responsibilities

Leads marketing team members, as a leader for market communicatons on multiple product groups, service groups or specific customer segment in promotion strategy planning to enhance profile of his/her own company and to boost demand on provided products or solutions. Has experience and performance of achieving success in investment effects, novelty, and customer satisfaction of designed promotion strategy two times or more (Projects must meet the complexity and size of Level 4).

●Complexity

Has experience and performance of achieving success in project with two or more of the following complexity criteria.

□International marketing (Critical environment in cultural, social, international, and political aspects) □Global advanced marketing

□Complicated competitive relationships environment □Highly volatile market environment □Various customer needs

□New markets □New products group, services group □Coexistence environment with customer retention type and customer development type of marketing

□Market communication to need complicated strategy and method

●Size

Has experience and performance of implementing successful promotion with the following size

□The top 10 product or service of market share within a company.

[Professional Contribution]

-Has the high specialty in either one of the following marketing areas sufficient enough to guide subordinates.

□Analysis of market opportunities □Research and selection of target market □Formulation of marketing strategy

□Planning of marketing program □Implementation and management of marketing plan

-Has performance in one or more item of following expertise succession.

□Professional community activities such as academic society and committee □Publication of a book □Publication of a paper outside the company

□Publication of a paper within the company □Instructor outside the company □Instructor within the company □Filing of a patent application

-Develops subordinates (by mentoring, coaching and etc.)

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Key Performance Indicator: Marketing

Specialty Field	Market Communication	Level 3

[Business Contribution]

●Responsibilities

Has experience of achieving results as planned in investment effects, novelty, and customer satisfaction for designed promotion strategy once or more (Projects must meet the complexity and size of Level 3), as a member of marketing communication team of multiple product groups, service groups or specific customer segment in promotion strategy planning to enhance profile of his/her own company and to boost demand on provided products or solutions.

●Complexity

Has experience and performance of implementing project with either one of following complexity criteria.

□International marketing (Critical environment in cultural, social, international, and political aspects) □Global advanced marketing
□Complicated competitive relationships environment □Highly volatile market environment □Various customer needs
□New markets □New products group, services group □Coexistence environment with customer retention type and customer development type of marketing
□Market communication to need complicated strategy and method

●Size

Has experience and performance of implementing successful promotion with the following size

□Not specified.

[Professional Contribution]

-Has the secialty in either one of the following marketing areas sufficient to perform assigned task by him/her-self.

□Analysis of market opportunities □Research and selection of target market □Formulation of marketing strategy
□Planning of marketing program □Implementation and management of marketing plan

〈Remarks〉

-By passing Applied ITEE (Information Technology Engineer Examination), individuals are regarded as attaining the minimum capability required in ITSS level 3.

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