



## JOB ROLE Marketing Director

Job Role Tasks		
Subject Area	Curriculum Links	Job Tasks
English	<p><b>Speaking - use of language</b></p> <ul style="list-style-type: none"> <li>• Greetings</li> <li>• Have a discussion</li> <li>• How to make 'small talk'</li> <li>• Structuring a telephone conversation</li> <li>• Using company guidance on use of telephone messages</li> </ul> <p><b>Listening - understanding</b></p> <ul style="list-style-type: none"> <li>• Being able to ask if not understood</li> <li>• Follow verbal instructions</li> </ul> <p><b>Reading - understanding</b></p> <ul style="list-style-type: none"> <li>• Follow written instructions</li> <li>• Proof reading documents/emails to check meaning and grammar</li> </ul> <p><b>Writing -</b></p> <ul style="list-style-type: none"> <li>• Use of grammar</li> <li>• How to write a letter</li> <li>• How to write an email</li> </ul>	<ul style="list-style-type: none"> <li>• Write content</li> <li>• Use persuasive words and descriptions to get someone to buy a product or service</li> <li>• Meet clients</li> <li>• Organise workload amongst the team</li> <li>• Write proposals</li> <li>• Discuss key aims and objectives</li> <li>• Networking</li> <li>• Type emails and letters</li> <li>• Write contracts</li> <li>• Email marketing</li> </ul>
Maths	<ul style="list-style-type: none"> <li>• Use of numbers</li> <li>• Ability to count accurately</li> <li>• Able to understand purpose of invoice, bank/credit card statement</li> <li>• Time management</li> </ul>	<ul style="list-style-type: none"> <li>• Cost proposals</li> <li>• Meet budgets</li> <li>• Measure ROI (return on investment)</li> <li>• Meet deadlines</li> <li>• Manage diaries</li> <li>• Order pens and merchandise</li> <li>• Produce reports for clients</li> </ul>
ICT	<ul style="list-style-type: none"> <li>• Use Microsoft packages such as Word, Excel</li> <li>• Use emails</li> <li>• Attach documents to an email</li> <li>• Use an electronic calendar</li> <li>• Use a calculator</li> <li>• Use Microsoft Teams or similar</li> <li>• Able to use social media</li> </ul>	<ul style="list-style-type: none"> <li>• Create and use word documents</li> <li>• Create and use spreadsheets to measure ROI</li> <li>• Use company databases</li> <li>• Social media posts</li> <li>• Scheduling tools and calendars</li> <li>• Check news and current affairs</li> <li>• Design posters &amp; logos on Canva or Adobe</li> <li>• Build websites</li> </ul>
What other curriculum areas help you in your job role	Business studies and other areas depending on the client's business.	