

Report MARKETING MANAGER

Job

Profiler

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About this Report

This report is based upon the Saville Assessment Wave® Job Profiler which assesses the relative importance of different areas to a job role.

The results are based on the ratings provided by the raters listed on the next page and reflect their perceptions of what is important to the job role. The responses have been compared to a group of over 700 raters in order to indicate how typical or unusual the level of importance assigned to the job role is in comparison to other job roles.

It should be remembered that the information contained in this report is potentially sensitive and every effort should be made to ensure that it is stored in a secure place.

This report was produced using Saville Assessment software systems. It has been derived from the results of an assessment completed by the rater(s) of the job role and reflect the responses they have made.

This report has been generated electronically. Saville Assessment do not guarantee that it has not been changed or edited. We can accept no liability for the consequences of the use of this report, howsoever arising.





The application of this assessment is limited to Saville Assessment employees, agents of Saville Assessment and clients authorised by Saville Assessment.

Introduction to Report

This report is based on completion of the Saville Assessment Wave Job Profiler by various raters. The report gives feedback on the importance of different aspects of work to the job role.

Raters

The rater groups created specifically for this job role profile are shown below. The results provided by each rater group are represented by a different shape. The number of individuals in each rater group is shown in brackets.

-  **Top Management (4)**
-  **Country Head (8)**
-  **BU Leader (3)**
-  **Marketing Head (7)**

Job Role Profile - Behaviour Clusters

The overarching Saville Assessment Wave® Behaviour Model has different levels of detail with four behaviour clusters (**Solving Problems**, **Influencing People**, **Adapting Approaches**, **Delivering Results**) at the highest level. Each cluster comprises of three sections which in turn cover three dimensions each. A behaviour dimension is defined through three facets. The results on the 36 behaviour dimensions are grouped into 12 sections with one page devoted to each behaviour cluster.

Job Role Profile - Ability Cluster

The Saville Assessment Ability Model has one ability cluster (**Reasoning at Work**) which is comprised of two sections that in turn each cover three dimensions. An ability dimension is defined through five facets.

Job Role Profile - Summary

The first part of the Job Role Profile Summary covers global ratings on: **Applying Specialist Expertise**, **Accomplishing Objectives** and **Demonstrating Potential**. This is followed by the total ratings which indicate how high or low the role requirements were rated overall on the behaviour, ability and global clusters.

Job Role Profile - Behaviour Overview

The Job Role Profile Behaviour Overview shows the combined importance scores for the 12 behavioural sections and 36 behavioural dimensions. The combined scores are based on averaging the results of the rater groups. Arrows indicate where there are differences in the ratings for the 12 behavioural sections between individual raters.

Comments

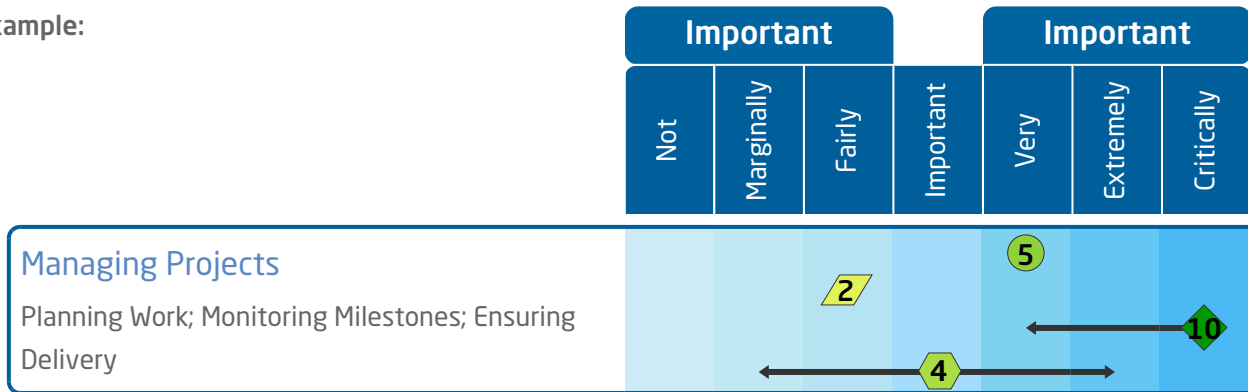
This section is a list of the comments provided by the raters.

Profile Breakdown

The results show the ratings on a work importance scale from 'Not Important' to 'Critically Important'. Each rater group is indicated by a different shaped marker as shown on the previous page.

The position of each shape on the scale indicates how the role being assessed was rated in each area. Where there is a difference between raters in a group, this is indicated by arrows either side of the marker.

Example:



In the example above, the Top Management rating on 'Managing Projects' was 'Very Important', the Country Head rating was 'Fairly Important', the BU Leader ratings ranged from 'Very Important' to 'Critically Important' as indicated by the arrows. Finally, the Marketing Head ratings ranged from 'Marginally Important' to 'Extremely Important'.

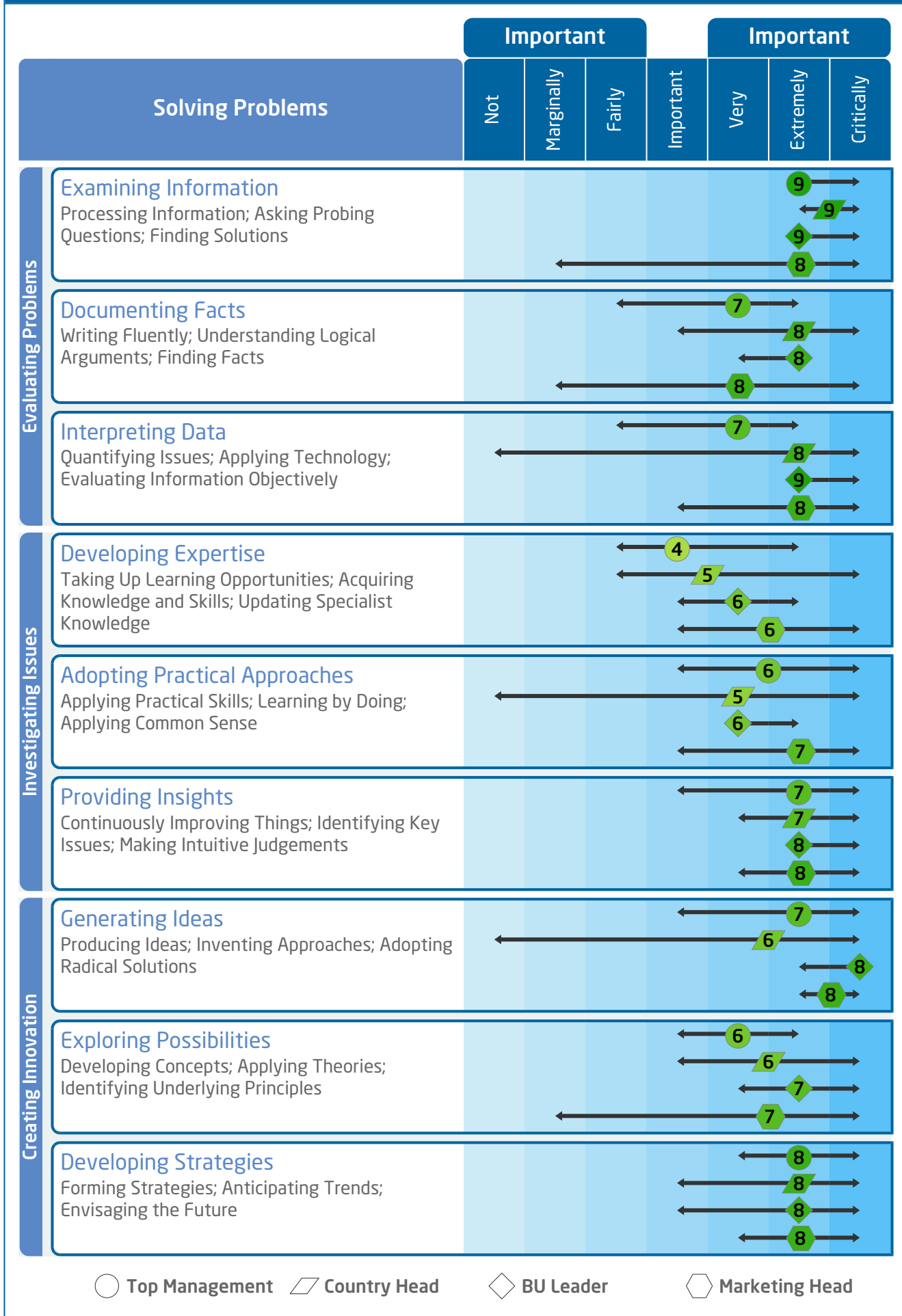
Comparison to Others:

The results of the raters have been compared with the ratings of other roles that have previously been profiled and are based on a 1 to 10 sten scale as shown below.

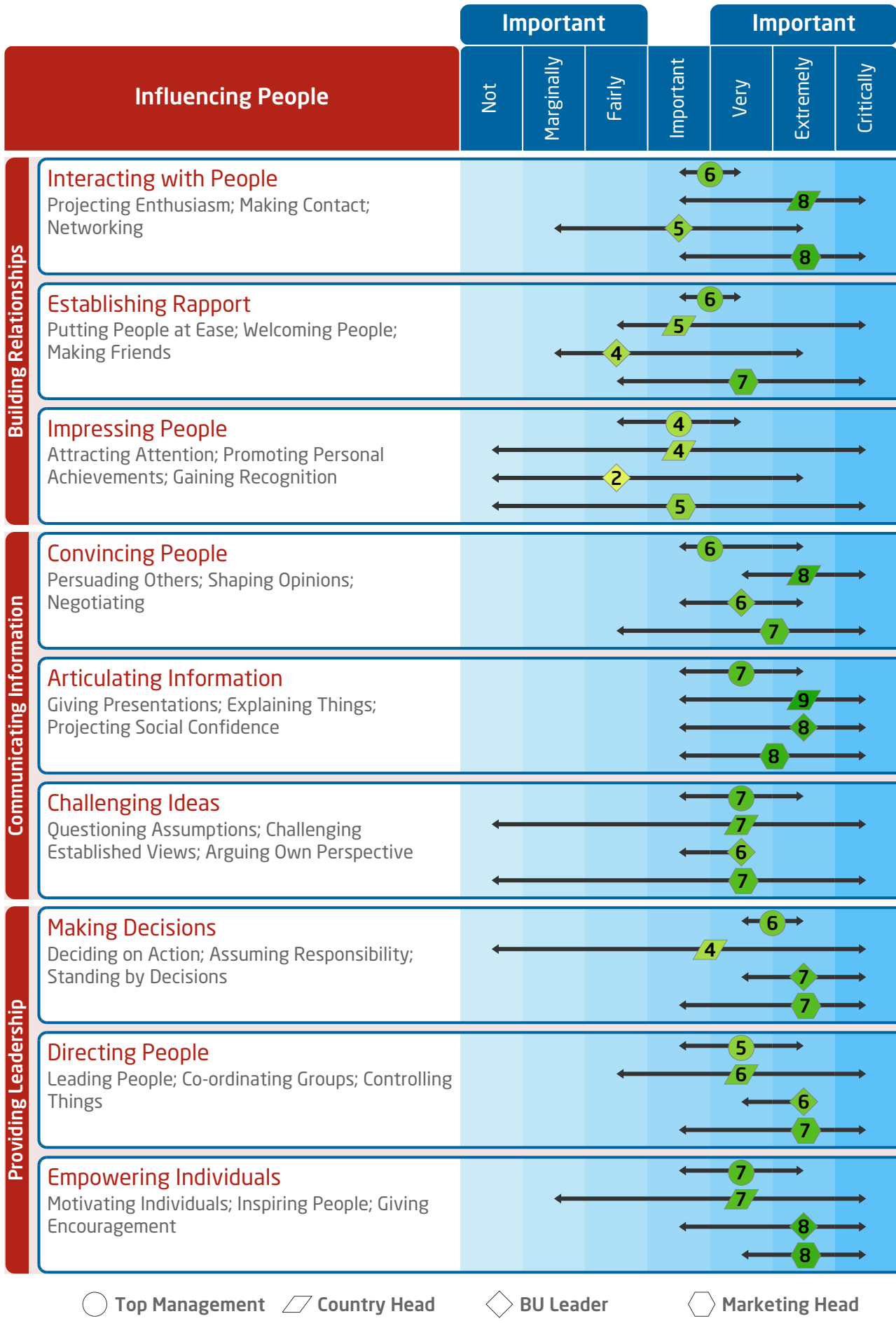
- | | |
|----------------------------|---|
| 1 - Extremely Low | - importance higher than only 1% of comparison group |
| 2 - Very Low | - importance higher than only 5% of comparison group |
| 3 - Low | - importance higher than only 10% of comparison group |
| 4 - Fairly Low | - importance higher than only 25% of comparison group |
| 5 - Average | - importance higher than only 40% of comparison group |
| 6 - Average | - importance higher than 60% of comparison group |
| 7 - Fairly High | - importance higher than 75% of comparison group |
| 8 - High | - importance higher than 90% of comparison group |
| 9 - Very High | - importance higher than 95% of comparison group |
| 10 - Extremely High | - importance higher than 99% of comparison group |

In the example above, the Top Management rating on 'Managing Projects' was 'Average' compared to the comparison group. The Country Head rating was 'Very Low' compared to the comparison group. The BU Leader ratings were 'Extremely High' and the Marketing Head ratings were 'Fairly Low' in comparison to other individuals' ratings of the job role.

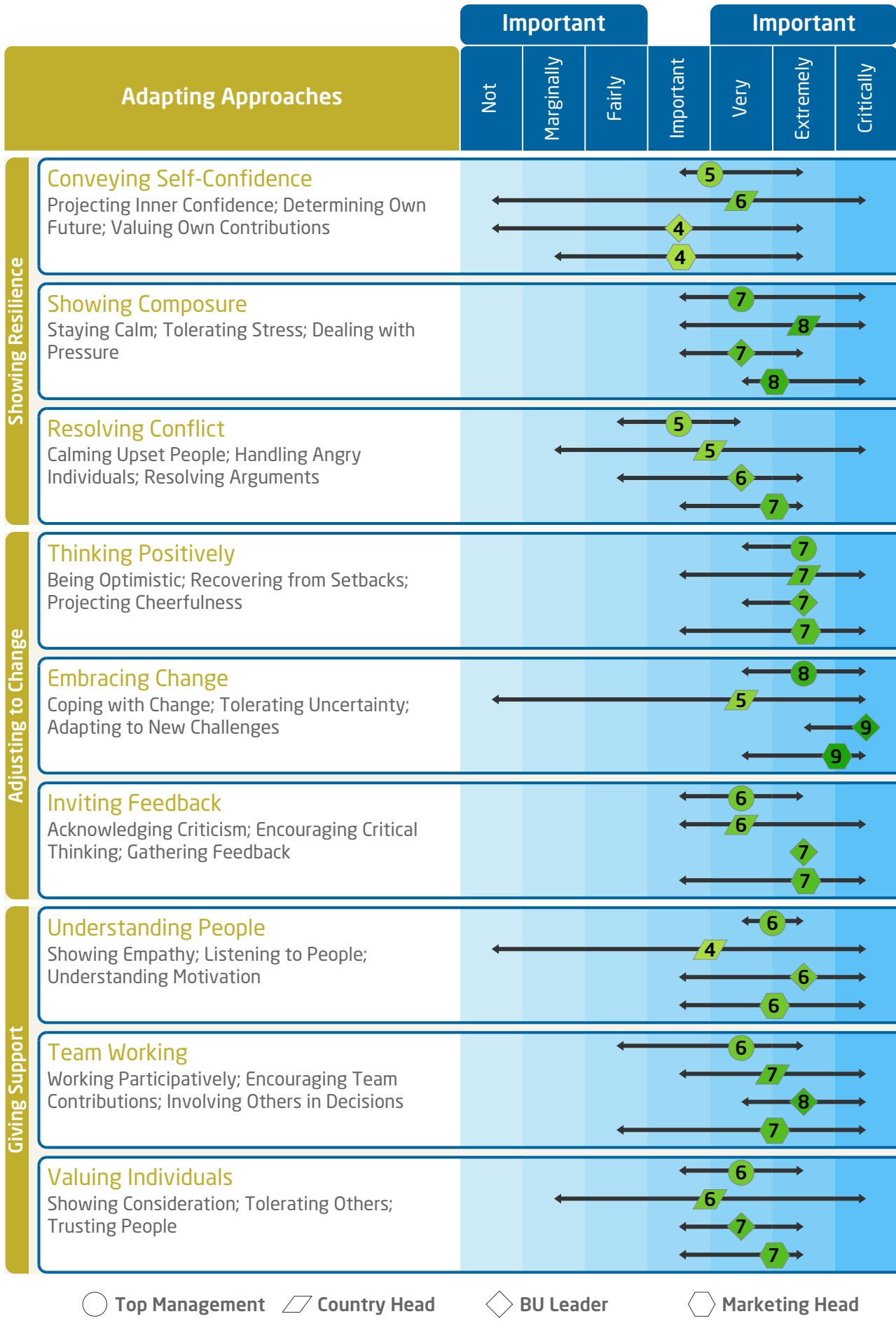
Job Role Profile - Solving Problems



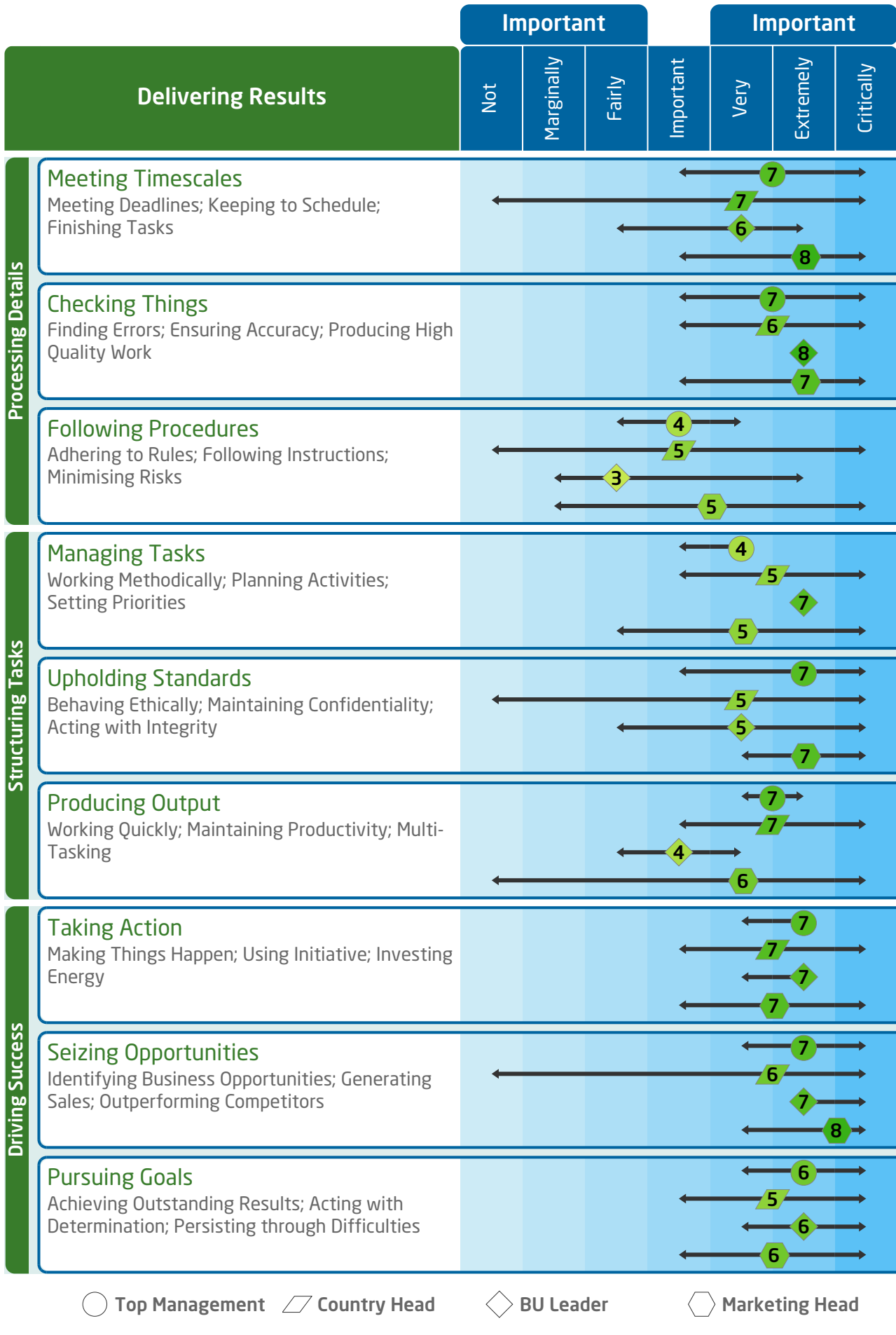
Job Role Profile - Influencing People



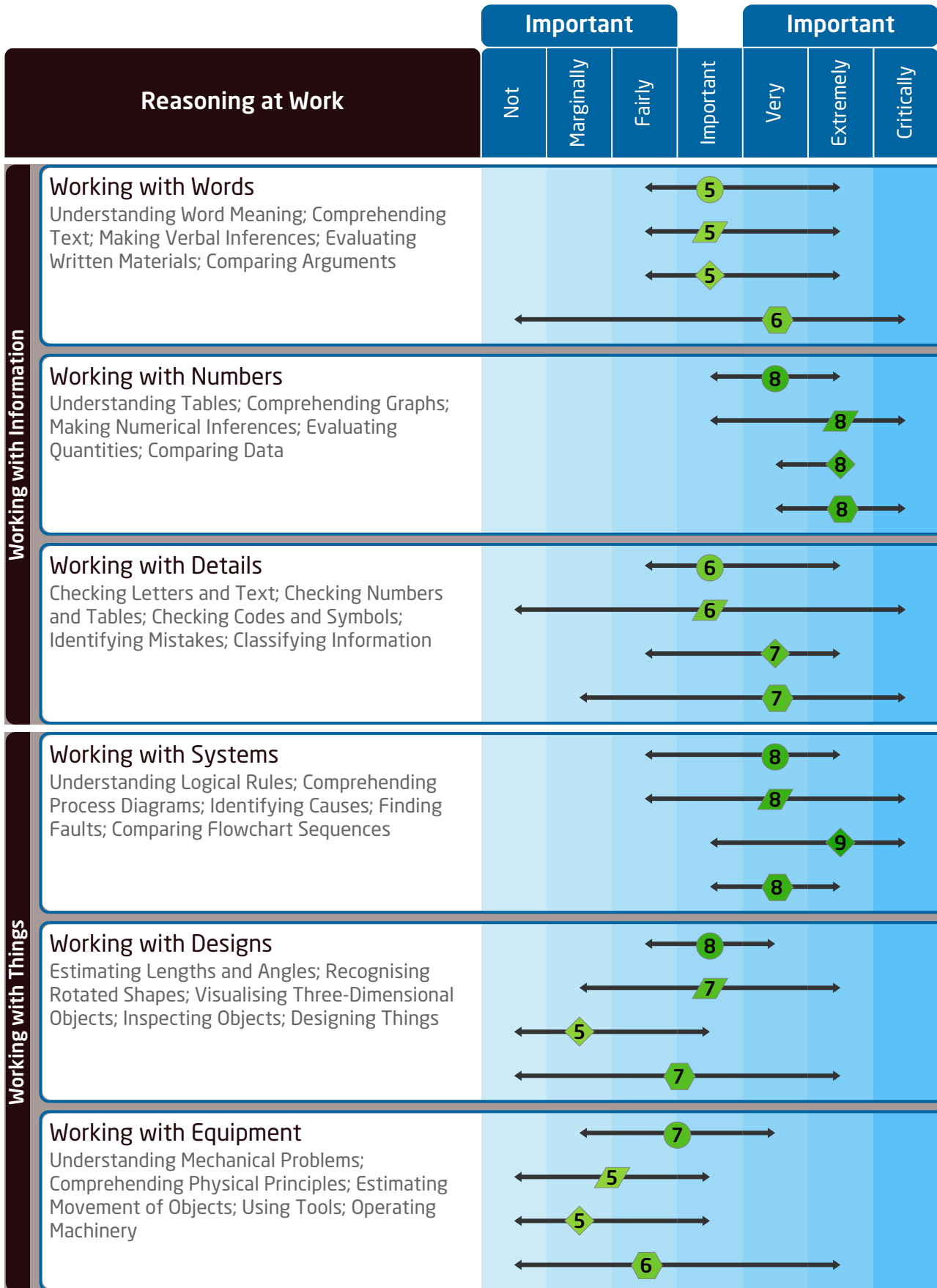
Job Role Profile - Adapting Approaches



Job Role Profile - Delivering Results

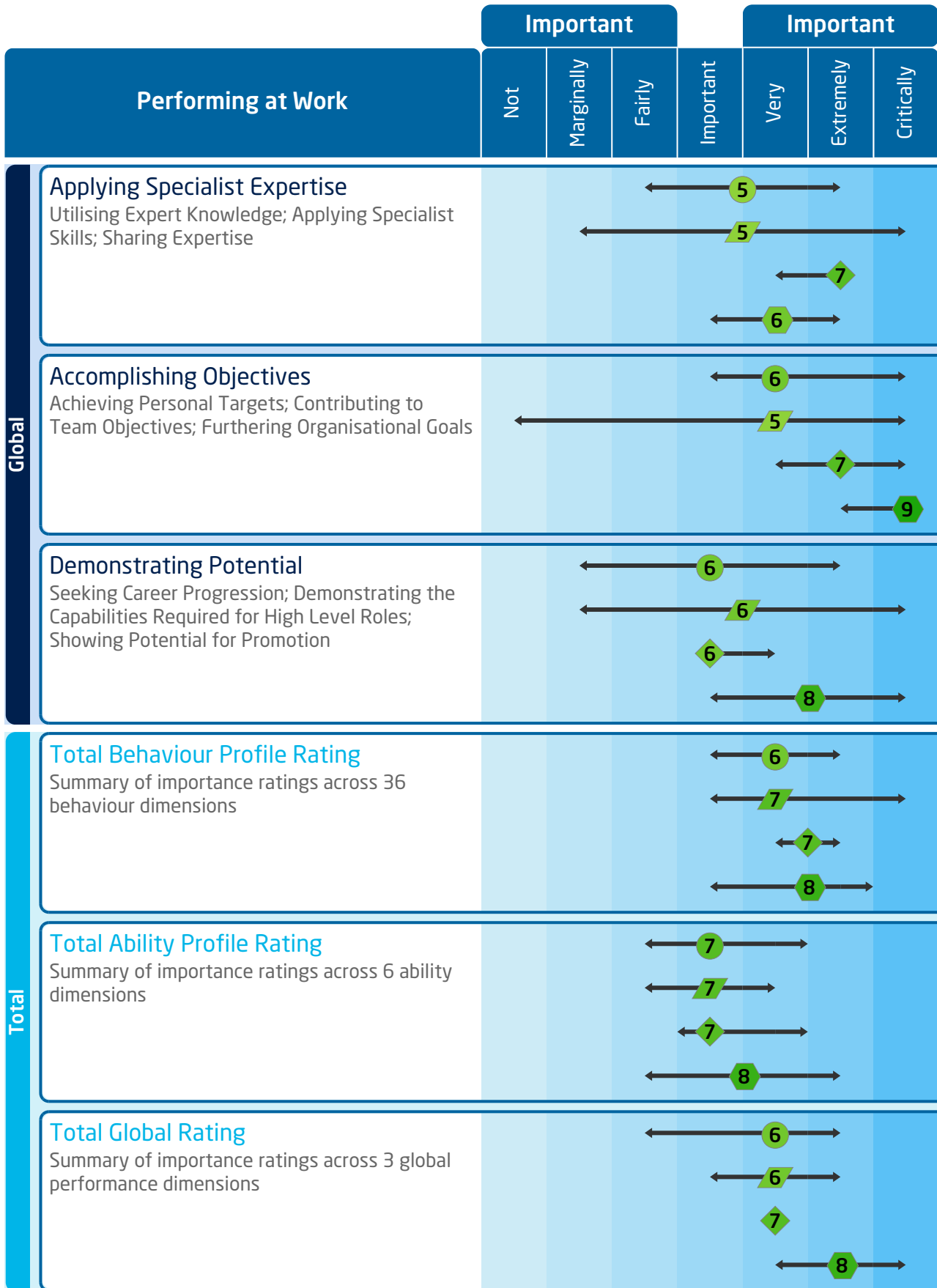


Job Role Profile - Reasoning at Work



○ Top Management ▱ Country Head ◇ BU Leader ⬡ Marketing Head

Job Role Profile - Summary



○ Top Management ▱ Country Head ◇ BU Leader ⬡ Marketing Head

Job Role Profile - Behaviour Overview

SUMMARY		Important			Important		
		Not	Marginally	Fairly	Important	Very	Extremely
Solving Problems	Evaluating Problems Examining Information (9); Documenting Facts (8); Interpreting Data (8)					7	
	Investigating Issues Developing Expertise (5); Adopting Practical Approaches (6); Providing Insights (8)					7	
	Creating Innovation Generating Ideas (7); Exploring Possibilities (6); Developing Strategies (8)					9	
Influencing People	Building Relationships Interacting with People (7); Establishing Rapport (5); Impressing People (4)					5	
	Communicating Information Convincing People (7); Articulating Information (8); Challenging Ideas (7)					7	
	Providing Leadership Making Decisions (6); Directing People (6); Empowering Individuals (8)					7	
Adapting Approaches	Showing Resilience Conveying Self-Confidence (5); Showing Composure (8); Resolving Conflict (6)					6	
	Adjusting to Change Thinking Positively (7); Embracing Change (8); Inviting Feedback (6)					8	
	Giving Support Understanding People (6); Team Working (7); Valuing Individuals (6)					6	
Delivering Results	Processing Details Meeting Timescales (7); Checking Things (7); Following Procedures (4)					5	
	Structuring Tasks Managing Tasks (5); Upholding Standards (6); Producing Output (6)					5	
	Driving Success Taking Action (7); Seizing Opportunities (7); Pursuing Goals (6)					8	

Comments

What key words best describe the purpose of the job?

Top Management No comments were made

1:

Top Management No comments were made

2:

Top Management No comments were made

3:

Top Management 4: 具有对市场的洞察力，敏锐度。 创新求变的特质 勇于承担责任与最快时间认错，不畏惧失败的勇气；

Country Head 1: No comments were made

Country Head 2: Identifying opputunities in the industry and evaluating it ,making strategies ,implementing these strategies to achieve desired market share .

Country Head 3: Drive the top line (net sales) while balancing both internal and external requirements.

Country Head 4: No comments were made

Country Head 5: No comments were made

Country Head 6: No comments were made

Country Head 7: Marketing & Communication. Evaluate the change in trends & evolve the change in the organization

Country Head 8: 改变自己，不能用现在的你去面对不同的未来，不断学习，不断进步。

BU Leader 1: convincing, empathy, creative and innovative

BU Leader 2: 创意，逻辑思维，商业判断能力，组织沟通协调能力，行动力

BU Leader 3: 规划，团队，执行，坚持，愿景，决策。

Marketing Head 1: Building and Maintaining Brand Awareness & Equity Driving Business Growth by providing solutions Bridge between the marketplace and sales team

Marketing Head 2: No comments were made

2:

Marketing Head 3: No comments were made

3:

Marketing Head 4: Blue Ocean Strategic Direction

4:

Marketing Head 5: No comments were made

5:

Marketing Head 6: No comments were made

6:

Marketing Head 7: 敏锐洞察、准确判断、勇于创新、目标明确。

7:

Comments

Please provide any additional information, including any special aspects or requirements of the job:

Top Management No comments were made
1:

Top Management No comments were made
2:

Top Management No comments were made
3:

Top Management 1.专业能力, 2.地域性强能了解当地消费者需求与文化, 3.产业背景
4:

Country Head 1: No comments were made

Country Head 2: presentation skills, proficiency in MS office ,persuasion ,communication ,maturity and positive attitude .

Country Head 3: Passion is key for him/her to drive the business and maintain in the job for long years of service.

Country Head 4: No comments were made

Country Head 5: No comments were made

Country Head 6: No comments were made

Country Head 7: How does new ideas & innovations translate into revenue for the Organization

Country Head 8: No comments were made

BU Leader 1: No comments were made

BU Leader 2: No comments were made

BU Leader 3: No comments were made

Marketing Head 1: 6-8 years work experience in Marketing Proficient in MS applications
Thorough understanding of Digital Media

Marketing Head 2: No comments were made

Marketing Head 3: No comments were made

Marketing Head 4: No comments were made

Marketing Head 5: No comments were made

Marketing Head 6: No comments were made

Marketing Head 7: 无