

The Creative Industries: Managing and Marketing Talent, Module Note

The journey to become a better manager

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Module 1: Self reflection

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This is the SWOT analysis we had to make during module 1. I actually was really surprised about some strengths I seem to have, according to the test from Pennsylvania university. One of those strengths I was surprised of was critical thinking, and actually I kind of agree with this. I found this a very useful exercise, because it really made you visualize the image you have of yourself.

The Job advertisement task

Job ad task

<http://jobview.monster.co.uk/Marketing-Manager-Job-London-UK-156638634.aspx?mescolid=1100007001001&jobPosition=15>

1. Job ad:

Job Summary

Company

Saul & Partners

Location

London EC1R 5EJ

Job Type

Full Time

Permanent

Years of Relevant Experience

2+ years

Education Level

Bachelor's Degree

Career Level

Experienced (Non-Manager)

Salary

40,000.00 - 45,000.00 £ per year

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Marketing Manager

About the Job

Marketing Manager

As a global leader in programmatic advertising, our client is looking for a rockstar marketing manager to develop and drive marketing strategy from proposal to delivery. The marketing manager will solidify their position as leading industry thought leader, managing the alignment of brand communications with the best sales collaterals to close major accounts. The ideal candidate is creative, yet analytical with a passion for marketing cutting-edge technology.

Responsibilities:

- Propose, manage and create inbound and outbound marketing programs
- Manage and plan all relevant budgets and forecasting associated with marketing strategy
- Developing and writing content for high-impact, thought leadership content projects such as infographics, case studies, white papers, reports, and newsletters, in addition to building compelling sales collaterals including presentations, brochures, emails, battle cards and more
- Establish and maintain a strong relationship with multiple stakeholders in the organization across multiple markets, closely interfacing with sales, product, R&D, account & project management departments
- Manage and plan the company's PR activities - working with outsourced PR agents in our key markets
- Closely monitor industry trends and the competitive landscape
- Manage the company's social media profiles and presence on Facebook, Twitter

and LinkedIn

Qualifications and Experience:

- At least 3 years of experience at a hi-tech company, experience in the B2B mobile ad-tech space required
- English native-level speaker with very strong writing skills
- A skill set that combines creativity with deep understanding and passion for technology
- BA/BS degree or equivalent, preferably in communication, journalism, marketing or a business related field
- A team player with great interpersonal skills who excels under pressure in a start up-like environment
- Past experience in a content marketing capacity – an advantage

Form for company was not found - CompanyID: 8871946.

2. Link between end competencies IBM and job profile.

- English native-level speaker will be achieved throughout the entire program, or at least this is what Artevelde is aiming for.
- Creativity is an end competency of IBM, and I seek to further improve this skill, which is definitely needed because I noticed for myself that this is something to I have to work on..
- The BA/BS degree will be achieved in a business related field, IBM, and persuasion, networking and relational sensitivity are all communicational end competency's that must be achieved at the end of the program.
- The team player and interpersonal skills will also be obtained during group projects, and also during the talent sessions. In the end competences it is stated that the bachelor will be able to communicate and cooperate with other people from different disciplines.

Conclusion: I think I really need to work on the creativity aspect because it is very important to be creative as a marketing manager so you can come up with new and creative ideas that can stimulate the company to grow. The team player aspect is something I like to do, and I really make effort to do group projects well but only if everybody is willing to cooperate and to put effort into it. Because if you need to do all the work alone, it is extremely frustrating. The communicational and interpersonal skills are on an average level for me I think, but speaking in front of large groups can be quite hard for me to be honest. But this I seek to improve during the talent and management development learning groups.

My self-reflection as a chairman

My reflection: Session 1: Self reflection

This first session was immediately the session where I had to be a chairperson, at first found it rather an annoying theme because it is something which is hard to talk about I think. But I do think I learned a lot about myself during the screenings and exercises. For example I now know my strengths better because of the screening, and I thought about how I could improve those even further. And even more importantly I reflected actively about my weaknesses and how I could improve them. In the learning group I heard a few tips to improve my study methods and to stay motivated. One of the weaknesses that I should really improve is talking in front of a group, during the learning group session I had some difficulties with this in the beginning. I think this is something you just have to do a lot to get more comfortable with it, and I will do this more often and the learning group was already a good practice. Definitely because you are obliged to participate as a chairperson to lead the learning group, and after a while I actually felt more comfortable talking to the group, not entirely but still. One of my other weaknesses is that I sometimes lack creativity, and this is also something the learning group made me do and that is to develop a lesson creatively all by yourself. During the preparations I do think I had my share in creativity. My strengths according to the screening are honesty and critical thinking, I think those strengths can be improved by reflecting and thinking a lot about what happens around me and trying to perceive things differently. Another strength of mine is languages, and I think I can really improve the languages I already know and to learn new languages at school but also by trying to communicate with people from other countries in their mother tongue instead of using English all the time.

During the learning group I was a little bit stressed, but the further we got into the session the more comfortable I started feeling. I think I participated enough by letting other people participate and by intervening when necessary. I might not have shared enough interesting info about the subject myself, this might be something to work on. Something else that we could have done better was to find some more information about the theme and to develop a more creative way of discussing the subject. Something else I should work on is to be more specific about some exercises we made the other students do. But I think it was a fairly good learning group session, that for me personally was very interesting and educative because of the presentation in front of the group we had to do, and the creativity needed during the preparations.

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Module 2: planning

"Someone is sitting
in the shade today
because someone
planted a tree a long
time ago."
- Warren Buffett



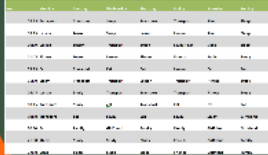
This quote really emphasizes the importance of planning, and being long-term oriented which I find applicable to this theme.

My planning documents

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My weekly schedule

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Day	Time	Activity	Day	Time	Activity
MON	8:00	Math	THU	8:00	Math
TUE	8:00	Math	FRI	8:00	Math
WED	8:00	Math	SAT	8:00	Math
THU	8:00	Math	SUN	8:00	Math
FRI	8:00	Math			
SAT	8:00	Math			
SUN	8:00	Math			

My exam planning



My group project / sustainability planning



My weekly schedule

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Hours	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
06:15	Transport	Transport	Sleep	Transport	Transport	Sleep	Sleep
08:15	Lesson	Lesson	Sleep	Lesson	Lesson	Sleep	Sleep
10:00	Lesson	Lesson	Transport	Study	Study + Eat	Sleep	Sleep
11:45	Fitness	Lesson	Lesson	Fitness	Fitness	Study	Study
13:15	Eat	Transport	Eat	Eat	Lesson	Eat	Eat
15:00	Study	Transport	Transport	Lesson	Transport	Fitness	Study
16:45	Lesson	Study	Transport	Transport	Transport	Fitness	Study
18:15	Transport	Study	eat	Transport	Eat	Eat	Eat
19:30	Transport	Eat	Study	Eat	Study	Study	Girlfriend
20:30	Eat	Family	Girlfriend	Family	Family	Girlfriend	Girlfriend
21:30	Study	Study	Study	Study	Friends	Girlfriend	Family
22:30	Sleep	Sleep	Sleep	Sleep	Friends	Girlfriend	Family