

# [The skills requirements specific to each of the employers](https://assignbuster.com/the-skillsrequirements-specific-to-each-of-the-employers/)

## The skills/requirements specific to each of the employers

The specific requirements that each of the employers have identified reflect the job responsibilities in their respective job positions. Microsoft Microsoft requires an individual to be qualified and experienced enough to fit the senior marketing role. This is why, most importantly, Microsoft requires from the candidates, the ability to drive and execute its retail level integrated marketing strategy. Also, the person should be able to handle all the marketing mix elements such as product, price, place and promotion because that will help Microsoft maximize its Return on Investment (ROI) in the retail and distribution strategies.
Thirdly, it is very important for the marketing manager to ensure that its relationship with the retailers and distributors is strong. This is why s/he would be required to handle the people and give them live demos of the products so as to keep them satisfied. Furthermore, the position imposes the individual to be directly accountable for a region’s performance. Therefore, s/he has to constantly monitor the performance of the region and will directly oversee for the revenue, forecasting, margins, and marketing expenditures of the region. Consequently, s/he would have to do an analysis of the performance figures as well.
Again, collaboration and planning are considered extremely important by Microsoft so that the Windows Category Manager is able to squeeze out the maximum revenue through the Regions OEM and consumers. After all, that is the main objective of the job position: revenue maximization.
In the end, Microsoft specifies that as the individual is in the senior level management, he would be devising out strategies and tailoring it to fit the EMEA region so that relationships could be made strong.
BBC
The job position in BBC is a key position for the company. That is why, BBC requires the candidate to have a good experience in a blue chip organization so that it would be easier for the individual to settle in with the multinational corporation that BBC is.
Project Lion’s job is to retender the services contract and handle the licensing. Therefore, the individual must ensure that the transition plans incorporate the contact centres in their execution. Also, the bidder’s proposals must be carefully evaluated for all risks and benefits, as licensing services make up 95 percent of the company’s revenue.
Customers are centre of every organizations products and services. Similarly, BBC requires that the individual must maintain a strong bond with the customers and devise out new technological ways to better communicate with them and fulfil their needs. Also, to better cater to the customer, the individual must test requirements specifications and bidder solution’s keeping the perspective of the customer in mind.
Just like any key upper management post, this post requires excellent cognitive skills from the candidate. Moreover, the post also requires an experienced candidate, particularly in the field of specialist advisor, so that he could perform better.
Requirements’ Relation to Other Industries
Most of Microsoft’s requirements are general requirements from a marketing manager’s perspective. For instance, executing strategies, performance analysis and improvement, and managing customer relations are the requirements of almost every senior level marketing and sales manager. When customized depending on the industry, these requirements can appear suitable for the different industries.
Some of the requirements of BBC’s post are generic, such as excellent thinking skills, and work experience in the particular field. However, other requirements such as collaboration with Project Lion Transition teams, and Acting as the voice of the TV Licensing Customer are quite customized to suit the needs of the company.