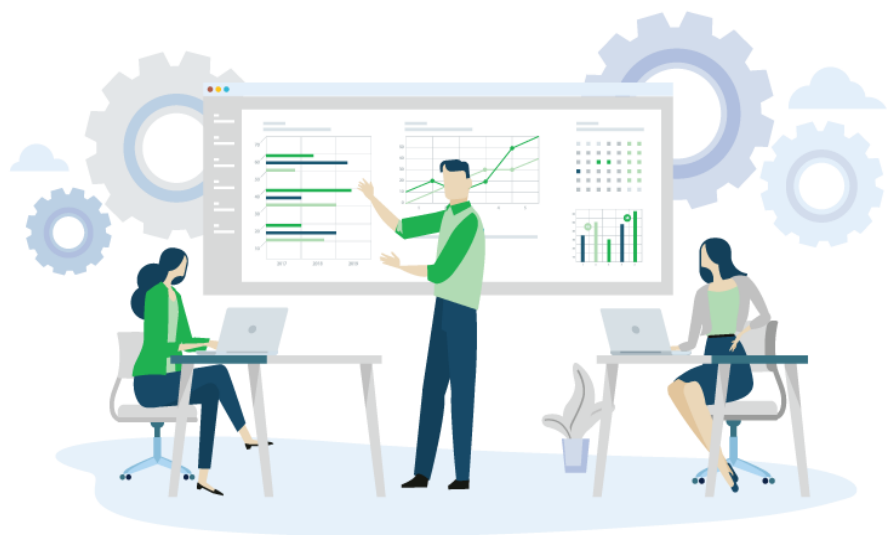


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# Simone Sample

Marketing Roles

## Marketing Competency Report



## Report Information

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This report has been generated using results from the Test Partnership Marketing Roles, which analyses a person's personal preferences, motives, and behavioural tendencies.

This report presents personality scales based on the candidate's own responses to behavioural questions. Research has shown that the self-reporting measures used in this questionnaire are a valid measure of how people behave in the workplace.

Scales have been generated by comparing the candidate's responses with the responses of thousands of other people, to give a comparison of personality traits in the form of sten scores.

Sten scores of 4, 5, 6, or 7 are considered to be within an 'average' range for the comparison group, whilst higher and lower sten scores suggest stronger and weaker preferences compared with the comparison group. It is important to note that low sten scores do not necessarily mean poor performance; they just mean a low tendency to exhibit that particular personality trait. Indeed in some roles it is preferable to display low tendencies towards certain personality traits.

The information contained in this report is confidential and should be stored securely.

The information in this report is likely to remain valid for up to 24 months from the date of taking the questionnaire.

### Disclaimer

This report has been computer-generated and it cannot be guaranteed that this report has not been changed or adapted from the original computer-generated output. If the test was completed without supervision, the identity of the test-taker cannot be guaranteed.

Test Partnership accept no liability for the consequences of the use of this report.

## Report Sections

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### **Full Personality Scales**

This section gives a detailed view of the candidate's full personality profile presented on 20 scales. By providing a spectrum of personality traits, it's possible to focus on particular aspects of the candidate's personality.

### **Summary Personality Profile**





Since it's sometimes impractical or unnecessary to analyse every one of the personality traits contained in the first section, this summary profile recasts the candidate's personality traits in an aggregated, more tailored format for alternative interpretation.

### **Summary Personality Profile Report**





These pages act as narrative to support the Summary Personality Profile section. The report describes how the candidate's responses relate to each of the summary markers, and what their preferences indicate in practice.

## Full Personality Scales Report





### Communicative and Expressive

<p><b>Assertive</b> An individual's propensity to take control of social situations and feel comfortable speaking their mind.</p>		<p>Well below average</p>
<p><b>Energetic</b> An individual's likelihood to remain highly active, keep busy and live their life at a fast pace.</p>		<p>Well below average</p>
<p><b>Outgoing</b> An individual's affinity with others, warmth towards strangers and interest in interpersonal communication.</p>		<p>Well below average</p>
<p><b>Sociable</b> An individual's preference for group membership, participation in crowds and taking centre stage.</p>		<p>Above average</p>





## Creative

<p><b>Artistic</b> An individual's pursuit of artistic interests, appreciation of aesthetics and the recognition of beauty.</p>		<p>Below average</p>
<p><b>Free-Thinking</b> An individual's propensity to question convention and tradition, in favour of alternative approaches.</p>		<p>Well below average</p>
<p><b>Imaginative</b> An individual's propensity to engage their imagination, reflecting and expanding upon their ideas.</p>		<p>Average</p>
<p><b>Inquisitive</b> An individual's propensity towards curiosity, acquiring new information and further understanding.</p>		<p>Well below average</p>





## Detail-Oriented

<p><b>Diligence</b> An individual's propensity to follow the rules, uphold procedure and fulfil their obligations.</p>		Well below average
<p><b>Discipline</b> An individual's likelihood to remain productive and maintain focus during necessary day-to-day tasks.</p>		Average
<p><b>Methodical</b> An individual's attention to detail and their propensity to conduct tasks in a meticulous way.</p>		Average
<p><b>Vigilance</b> An individual's consideration of consequences and avoidance of impulsive decision-making.</p>		Well below average

## Flexible and Adaptable

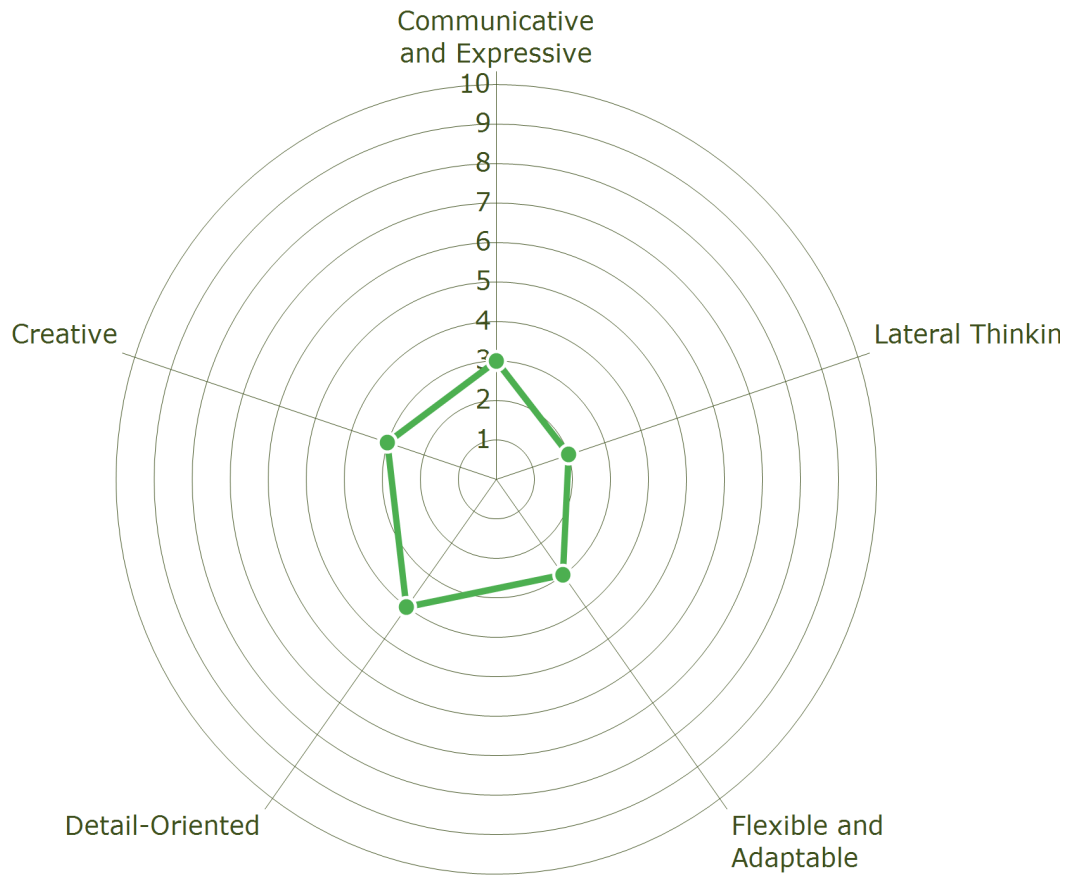
<p><b>Long-term focused</b> An individual's likelihood of taking a long-term perspective, with a focus on the bigger picture.</p>		Well below average
<p><b>Self-Confidence</b> An individual's perceived competence and their sense of confidence in their own abilities.</p>		Average
<p><b>Self-Directed</b> An individual's likelihood to feel in control, rarely feeling powerless over their life's direction.</p>		Average
<p><b>Self-Esteem</b> An individual's perceived self-worth, concerning positive self-image and recognition of their own worth.</p>		Well below average

## Lateral Thinking

<p><b>Adventurous</b> An individual's appetite for new experiences, need for excitement and engagement in thrill-seeking activities.</p>		Well below average
<p><b>Complexity</b> An individual's likelihood of understanding, appreciating, and preferring complex and abstract information.</p>		Well below average
<p><b>Innovation</b> An individual's propensity to generate new ideas, expand upon existing ideas, and identify novel solutions to problems.</p>		Well below average
<p><b>Need for Cognition</b> An individual's propensity to derive personal satisfaction from complex cognitive activities and problem solving.</p>		Below average



# Summary Personality Profile



## Communicative and Expressive

Score: **3**

Communicative and Expressive is a marketing professional's propensity to effectively express their thoughts, opinions, and ideas. It also suggests a higher degree of interpersonal openness and gregariousness, helping to connect with others.

Being communicative and expressive is important in marketing roles because it allows for the effective and efficient conveyance of ideas and messages to both internal and external audiences.

In terms of internal communication, a communicative and expressive marketer can effectively convey their ideas and strategies to other members of the marketing team and other departments within the company. This can lead to a more cohesive and efficient marketing effort, as all members of the team are on the same page and understand the goals and objectives of the campaign. Clear and effective communication can also help to ensure that resources are allocated in the most effective way, and that everyone is working towards the same end goal.

In terms of external communication, a communicative and expressive marketer can effectively convey the brand message and value proposition to the target audience. This is crucial for building a strong and positive brand image, and for establishing trust and credibility with consumers. A marketer who is able to effectively communicate the unique value and benefits of a product or service can generate interest and desire among the target audience, leading to increased sales and revenue.

Furthermore, being communicative and expressive also allows a marketer to build and maintain relationships with key stakeholders such as media, partners, and influencers. A marketer who is able to clearly and effectively communicate the brand's message and value proposition can generate positive press coverage and attract influential partners and influencers who can help to amplify the message and reach a wider audience.

Being communicative and expressive also plays a role in the customer service and support aspect of marketing. A marketer who is able to communicate effectively with customers and address any concerns or complaints in a timely and professional manner can help to build customer loyalty and positive word-of-mouth marketing. In addition, a marketer who is able to express themselves effectively through different mediums, such as written and verbal communication, as well as visual aids like graphics and videos, can create more engaging and effective marketing campaigns that resonate with the target audience.

In conclusion, being communicative and expressive is crucial in marketing roles as it allows for effective internal and external communication, building and maintaining relationships, and creating engaging and effective campaigns. It also helps in building trust and loyalty with the target audience. A marketer who is able to communicate and express themselves effectively is more likely to be successful in achieving marketing goals and objectives.

This score indicates a low level of the Communicative and Expressive competency, relative to the chosen norm group for this assessment.

## Creative

Score: **3**

Creative relates to a marketing professional's propensity to generate novel, interesting, or unusual ideas and concepts. It also suggests a certain degree of broad-mindedness, showing an appreciation for creativity topics and aesthetic subjects.

Creativity is an essential component in marketing roles because it allows for the development of unique and effective strategies that grab the attention of consumers and create a lasting impact.

One of the main reasons creativity is important in marketing is that it allows for the development of a strong and distinct brand identity. A creative marketing campaign can help a company differentiate itself from its competitors, making it more memorable and appealing to consumers. A unique approach to advertising, packaging, and branding can help establish a company as a leader in its industry and create a sense of trust and loyalty among consumers.

Creativity also plays a key role in capturing the attention of consumers in a crowded and fast-paced media landscape. With so many advertising messages bombarding consumers on a daily basis, it can be difficult to stand out. A creative campaign, however, can break through the noise and grab the attention of consumers in a meaningful way. This can lead to higher rates of engagement and ultimately, increased sales.

In addition to standing out and capturing attention, creativity is also important in building a connection with consumers. A creative campaign can tap into emotions and create a sense of relatability, which can lead to stronger and more meaningful relationships with consumers.

Creativity also allows for flexibility and adaptability in marketing strategies. As consumer tastes and behaviours evolve, a creative marketer will be able to pivot and adjust their strategies in response, keeping the brand relevant and attractive to consumers. Furthermore, creativity leads to new and innovative ways to approach the market, whether it's through new channels, new message or new way of reaching the target market. This is particularly important today, where new technologies and platforms are constantly emerging and marketing strategies must evolve to stay relevant.

In conclusion, creativity is essential in marketing roles as it allows for the development of unique and effective strategies, differentiates a brand, captures consumer attention, builds connections and allows for adaptability. Without it, marketing efforts will likely fall flat and fail to achieve desired results.

This score indicates a low level of the Creative competency, relative to the chosen norm group for this assessment.

## Detail-Oriented

Score: **4**

Detail-Oriented relates to a marketing professional's propensity to display a careful, methodical, and cautious workstyle. It also suggests a certain degree of focus and diligence, helping marketers to concentrate on their assigned tasks.

Being detail-oriented is important in marketing roles because it allows for the development and execution of well-planned, accurate, and effective marketing campaigns.

One of the main reasons detail-orientation is important in marketing is that it allows for the accurate tracking and measurement of campaign performance. A detail-oriented marketer can monitor key performance indicators such as website traffic, conversion rates, and sales figures in order to evaluate the effectiveness of a campaign and make adjustments as needed. This level of attention to detail can also help a marketer to identify areas where a campaign could be improved, leading to better performance and greater ROI.

Being detail-oriented also plays a key role in the planning and development of marketing campaigns. A marketer who pays close attention to detail can ensure that all elements of a campaign, such as messaging, design, and media placement, are aligned with the overall campaign objectives. This level of attention to detail can also help to identify potential issues or challenges before they arise, allowing for more effective problem-solving and risk management.

In addition, detail-oriented marketer can also ensure that campaigns are executed correctly and with high quality standards. This includes making sure that the right message is being delivered to the right target audience, that the message is being conveyed in the right tone, and that all elements of the campaign are consistent with the brand identity. This helps to build a strong and consistent brand image and credibility with the target audience.

Furthermore, in today's digital age, where customers are bombarded with thousands of messages a day, attention to detail is even more important. A detail-oriented marketer can ensure that campaigns are optimised for different platforms and devices, that they comply with any legal or regulatory requirements, and that they are delivered to the right audience at the right time.

In conclusion, being detail-oriented is crucial in marketing roles as it allows for accurate tracking and measurement of campaign performance, effective planning and development, high-quality execution, and optimisation for different platforms and devices. A marketer who pays close attention to detail is more likely to achieve marketing goals and objectives, and create campaigns that are effective and efficient.

This score indicates an average level of the Detail-Oriented competency, relative to the chosen norm group for this assessment.

## Flexible and Adaptable

Score: **3**

Flexible and Adaptive related to a marketing professional's ability to deal with change, stress, and uncertainty. It also suggests a degree of cognitive flexibility, helping them to focus on the long-term over the immediate short-term.

Being flexible and adaptable is important in marketing roles because it allows for the ability to respond to changes in the market and consumer behaviour, and to adjust strategies as needed to achieve marketing goals and objectives.

One of the main reasons flexibility and adaptability are important in marketing is that they allow a marketer to respond to changes in the market and consumer behaviour. In today's fast-paced business environment, consumer needs, preferences, and behaviours can change rapidly, and a marketer who is able to adapt to these changes can be more effective in reaching and engaging with the target audience. Flexibility and adaptability also allow a marketer to take advantage of new opportunities and technologies as they arise, staying ahead of the competition and staying relevant in the market.

Being flexible and adaptable also plays a key role in the planning and execution of marketing campaigns. A marketer who is able to adapt and adjust strategies as needed can ensure that campaigns are aligned with the overall marketing goals and objectives and that they are achieving the desired results. Being able to pivot and make changes as needed can also help to avoid potential roadblocks and obstacles, and ensure that campaigns are delivered on time and within budget.

In addition, being flexible and adaptable allows a marketer to experiment with new ideas and approaches, which can lead to innovation and breakthroughs in marketing. It also enables a marketer to think outside the box and come up with new solutions to old problems, keeping the brand fresh and relevant.

Furthermore, being flexible and adaptable is crucial in the information age, where new technologies and platforms are constantly emerging and marketing strategies must evolve to stay relevant. A marketer who is able to adapt and adjust strategies as needed can take advantage of new opportunities and technologies and stay ahead of the competition.

In conclusion, being flexible and adaptable is crucial in marketing roles as it allows for the ability to respond to changes in the market and consumer behaviour, adjust strategies as needed, experiment with new ideas and approaches, and stay ahead of the competition. A marketer who is able to adapt and adjust as needed is more likely to achieve marketing goals and objectives and create successful campaigns.

This score indicates a low level of the Flexible and Adaptable competency, relative to the chosen norm group for this assessment.

## Lateral Thinking

Score: **2**

Lateral Thinking related to a marketing professional's intellectual curiosity and level of abstract thinking. It also suggests a high level of efficacy when solving complex problems, presenting solutions that few others will recognise.

Lateral thinking is important in marketing roles because it allows for the development of innovative and out-of-the-box solutions to problems, and the ability to think abstractly and strategically.

One of the main reasons lateral thinking is important in marketing is that it allows for the development of unique and effective marketing strategies that stand out from the competition. A marketer who is able to think laterally can come up with new and innovative ways to approach the market, whether it's through new channels, new messaging, or new ways of reaching the target audience. This can lead to a stronger and more distinctive brand identity, and can help to capture the attention of consumers in a crowded and fast-paced media landscape.

Lateral thinking also plays a key role in problem-solving and decision making. A marketer who is able to think laterally can come up with new and abstractly solutions to problems, rather than relying on traditional or preconceived notions. This can lead to more effective and efficient marketing campaigns, and can help to avoid potential roadblocks and obstacles.

In addition, lateral thinking allows a marketer to think strategically and anticipate future trends and opportunities. A marketer who is able to think laterally can identify potential opportunities and threats, and develop plans and strategies that take advantage of the opportunities and mitigate the risks.

Furthermore, lateral thinking is important in today's digital age, where new technologies and platforms are constantly emerging and marketing strategies must evolve to stay relevant. A marketer who is able to think laterally can take advantage of new opportunities and technologies and stay ahead of the competition.

In conclusion, lateral thinking is crucial in marketing roles as it allows for the development of innovative and out-of-the-box solutions to problems, the ability to think abstractly and strategically, anticipate future trends and opportunities, and stay ahead of the competition. A marketer who is able to think laterally is more likely to create successful and effective marketing campaigns.

This score indicates a low level of the Lateral Thinking, relative to the chosen norm group for this assessment.