**Defining Your Marketing Candidate Avatar**

*Complete the form below to define your avatar candidate for your job vacancy. To help get you started we’ve given you some example answers – now put in your own.*

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| **VACANCY DETAILS** | |
| Your Company |  |
| Job Title | Dealer Marketing Manager |
| Reporting To |  |
| **YOUR CANDIDATE AVATAR** | |
| How many years experience do they have (range) | 3 - 5 |
| How much do they earn now? |  |
| Basic Salary | £30,000 |
| OTE | n/a |
| What could their current job title be (list as many as are relevant) | Marketing Manager ; Marketing Executive |
| How long have they been in this role? | 1 – 2 years |
| What would be their next Job Title if they were to be promoted by their current employer? | Head of Marketing ; Group Marketing Manager |
| What would be their next Salary if they were promoted? | £35,000 |
| What skills, knowledge and behaviour traits do they have? | Automotive Retail Marketing |
| What Industry are they working in? | Automotive  Marketing & Advertising |
| What businesses might they currently work for (think who your main competitors are or the previous employers of your best people) | Automotive Dealer |
| Where are these businesses situated geographically? |  |
| How far away from work do they live? |  |
| What are their personal circumstances? | Single – living at parents or own flat  Couple – first home  Mother – returning to work |
| What qualifications have they got? | Degree  Marketing qualification |
| What qualifications would they like to have? |  |
| What do they like about their current role? | Fun, friendly team |
| What do they dislike about their current role? | Nowhere to progress |
| What would they like to have in their next role? | Clear goals and targets  A motivational manager  Flexibility on working hours  Training and development |
| Why do they work? | They want a career  Money – to pay the bills  Self-worth |
| Put these in order of importance for them: Advancement; Challenge; Location; Money; Job Security; Flexible Working; Relationship with manager; Relationship with Colleagues; Benefits. |  |
| What 3 things are important to them in their life currently? | Their partner or family  Having great holidays  Being able to afford a good social life |
| What would be their career goal? | To work for a vehicle manufacturer |
| What would this give them? | Personal fulfillment – achievement  Ability to earn more |
| What do they need to achieve in the next 5 years? | Buy a house |
| What do they do outside of work? | Socialise with family/friends  Look after their kids  Holiday in UK and Europe |
| What social networks are they part of? | Instagram  TikTok  Linked-In |
| Who do they socialise with? | Friends from school, university, sports clubs |
| What do they watch on TV? |  |
| How do they keep up with current affairs? |  |
| What current affairs would interest them? |  |
| What worries them? | Keeping up with the lifestyle of their friends  Their relationship with their partner |
| What keeps them up at night? |  |
| What could stop them achieving their goals? | Not earning enough money  Not being able to develop to their full potential |
| What opportunities do they need to achieve their goals? |  |
| Why would they want your job? | Love working in a field-based/home-based role  Ability to earn good money  Good career development opportunities |