

## Entry Form

## Women in Marketing Awards 2022Category: Best Leader in Marketing

Please complete your contact details below and provide supporting statements for you and/or your team as a candidate in this category. Self and third-party nominations are welcome, and this category is open to brand and agency marketers.

The **Best Leader in Marketing** awardrecognises the individual who has demonstrated marketing leadership during the last 12 months.

This category recognises leaders who have demonstrated exemplary communications leadership in the last 12 months. This is open to brand and agency professionals, who can demonstrate how their leadership impacted the performance of their organisation, their staff, their clients and their customers, their products and/or services and the bottom line.

Once completed, please upload your form and any supporting materials (jpgs, PDFs) to [womeninmarketing.org.uk](http://womeninmarketing.org.uk)

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| Nominee details |  |
| Name of nominee |  |
| Organisation |  |
| Address |  |
|  |  |
| Email |  |
| Telephone |  |
| Self-nomination | YES / NO |
|  | If NO, relationship to nominee: |
| Is nominee aware of this application? | YES / NO |
| Are you applying for the agency or client-side category | Brand / Agency |

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| Profile of you or your team for event marketing purposes. Please include, if known, the size of company, number of staff, size of marketing budget, company turnover. 30 words  |
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| OVERVIEW OF ORGANISATION AND NOMINEE ROLEPlease include, if known, the marketing budget as a percent of total turnover; total turnover; number of staff who directly and indirectly report to the nominee and span of their organisational functions and geographic regions; the scope, breadth, complexity of the nominee’s role. 100 words  |
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| THE MARKETING LEADERSHIP CHALLENGE Describe how your marketing leadership has impacted the performance of your staff , customers , clients, your organisation and your products and/or services. Please include the breadth, number and complexity of the nominee’s professional objectives, examples of how / when the nominee has demonstrated inspiring and unifying leadership. 200 words |
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| IMPACT OF MARKETING LEADERSHIP Outline the ways the nominee demonstrated leadership – personal, team and/or organisational – in achieving her objectives through others. How does the nominee demonstrate self-awareness when overcoming a challenge? How has the nominee impacted the performance of the organisation, its products/services, and its stakeholders? Please provide details of the scope and nature of the challenge and evidence of the nominee’s inspiring and effective leadership in the circumstances. 300 words |
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| THE MARKETING LEADER’S JOURNEY Submissions must tell the story of the leader’s journey – setting objectives, leading a change agenda, creating and implementing a strategy through others. It can also include the events – personal and professional – that have shaped this nominee’s route to their role as a Marketing leader. How many employers, promotions and years has this nominee experienced to attain a leadership role? 400 words |
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| SUPPORTING MATERIALPlease list the attachments you are uploading with your entry (jpegs, PDFs) |
| Please include a logo of your company and a photograph of yourself for marketing purposes. |