Jordan, here is where your edge is.

Marketing Manager (11-2021.00) · 8 tasks rated · Oct 20, 2026

You came to REDE because your role is changing and you would rather shape that change than wait for it. Feeling uneasy about AI and feeling energized by it often feel the same. What turns either one into progress is a clear next move. This memo gives you three.

Your experience counts most where it has become judgment: knowing what matters, what can go wrong, and who needs to be involved. Your results show where that judgment lives in your week and where your time is going elsewhere.

> **Your picture in one sentence.** Most of your work (5 of 8 tasks) is work AI can speed up but not do alone. You can gain the most ground by leading how it's used.

Your three moves

MOVE 1 · DAYS 1–30
Test AI on "Compile lists describing product or service offerings"

MOVE 2 · DAYS 31–60
Make your judgment visible

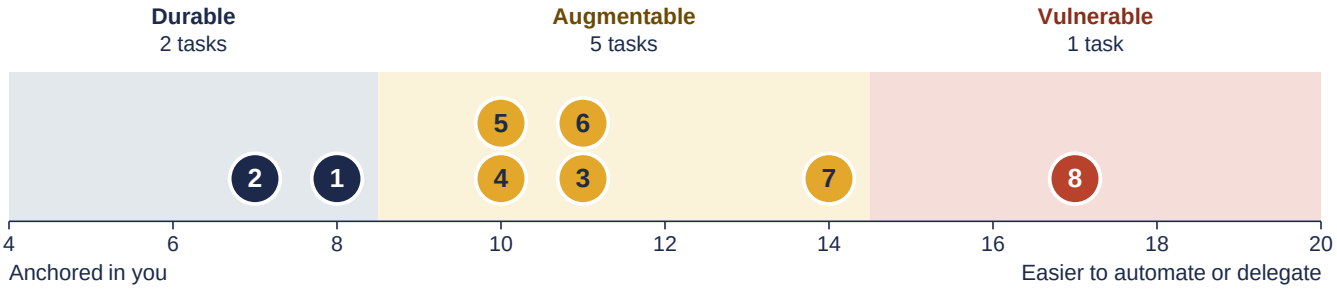
MOVE 3 · DAYS 61–90
Consider talking with your manager

You decide. Every step in this memo is an option, not an instruction. You know your workplace, the people and the timing; REDE doesn't. Use what fits, change what doesn't, and skip anything that isn't right for your situation.

> **Built from your experience, not a job title.** A chatbot can tell you what it thinks about a job like yours. But it has never done your job. You have. This memo is built from your 32 ratings of your own tasks: where judgment, relationships and accountability really sit in your work. Every recommendation traces back to something you told REDE, so the plan is yours to act on. Colleagues have added their view, so your experience is checked against theirs, not just taken on faith.

Where the tasks land

Each dot is a task, placed at its score. Lower is anchored in you; higher is easier to automate or delegate.



Where your edge lives

Each cell is your rating for that reason, 1 to 5, the same numbers that add up to the score. Lower means the task leans on you, exactly like the score.

Task (most anchored first)	Judgment and know-how	Context and relationships	Accountability	Stakeholder alignment	Score
2 Direct the hiring, training, or performance evaluations of marketing or sales staff and oversee their daily activities	1	2	2	2	7
1 Formulate, direct, or coordinate marketing activities or policies to promote products or services, working with advertising or promotion managers	2	2	2	2	8
4 Identify, develop, or evaluate marketing strategy, based on knowledge of establishment objectives, market characteristics, and cost and markup factors	2	2	3	3	10
5 Evaluate the financial aspects of product development, such as budgets, expenditures, research and development appropriations, or return-on-investment and profit-loss projections	2	3	2	3	10
3 Use sales forecasting or strategic planning to ensure the sale and profitability of products, lines, or services, analyzing business developments and monitoring market trends	3	3	2	3	11
6 Develop pricing strategies, balancing firm objectives and customer satisfaction	3	3	2	3	11
7 Initiate market research studies, or analyze their findings	3	4	3	4	14
8 Compile lists describing product or service offerings	4	4	4	5	17
Your average across 8 tasks	**2.5**	**2.9**	**2.5**	**3.1**	

1 anchored in you 2 3 in the middle 4 5 easier to hand off

Read the bottom row like the score: lower = more of your edge. Your edge is strongest in judgment and know-how (2.5) and accountability (2.5); stakeholder alignment (3.1) is the reason most open to tools.

Why each task landed where it did

Each card shows the task's group, the reason behind it and its score.

Durable Capability

1. Formulate, direct, or coordinate marketing activities or policies to promote products or services, working with advertising or promotion managers

> Anchored in your judgment and know-how, local context and relationships, real accountability and stakeholder alignment.

Score 8 of 20

Durable Capability

2. Direct the hiring, training, or performance evaluations of marketing or sales staff and oversee their daily activities

> Anchored in your judgment and know-how, local context and relationships, real accountability and stakeholder alignment.

Score 7 of 20

Continues on the next page →

Why each task landed where it did, continued

↗ Augmentable Multiplier

3. Use sales forecasting or strategic planning to ensure the sale and profitability of products, lines, or services, analyzing business developments and monitoring market trends

> Anchored in real accountability.

Score 11 of 20

↗ Augmentable Multiplier

4. Identify, develop, or evaluate marketing strategy, based on knowledge of establishment objectives, market characteristics, and cost and markup factors

> Anchored in your judgment and know-how and local context and relationships.

Score 10 of 20

↗ Augmentable Multiplier

5. Evaluate the financial aspects of product development, such as budgets, expenditures, research and development appropriations, or return-on-investment and profit-loss projections

> Anchored in your judgment and know-how and real accountability.

Score 10 of 20

↗ Augmentable Multiplier

6. Develop pricing strategies, balancing firm objectives and customer satisfaction

> Anchored in real accountability.

Score 11 of 20

↗ Augmentable Multiplier

7. Initiate market research studies, or analyze their findings

> Easier to automate or delegate because it works the same anywhere and it follows a standard format.

Score 14 of 20

⚠ Vulnerable Task

8. Compile lists describing product or service offerings

> Easier to automate or delegate because it's well documented, it works the same anywhere, mistakes are easy to fix and it follows a standard format.

Score 17 of 20

⚓ Durable Capability YOUR STRONGEST TASK

2. Direct the hiring, training, or performance evaluations of marketing or sales staff and oversee their daily activities

Anchored in your judgment and know-how, local context and relationships, real accountability and stakeholder alignment.

YOUR RATINGS FOR THIS TASK

Judgment and know-how	Context and relationships	Accountability	Stakeholder alignment	
1	2	2	2	7

WHAT EACH RATING SAYS

Judgment and know-how · 1
You do this from experience; it isn't written down anywhere. This know-how lives in your head, which makes it hard to hand to a tool or a newcomer.

Context and relationships · 2
Depends a lot on local knowledge. Someone from outside would need months to do this the way you do.

Accountability · 2
Someone is clearly accountable, and mistakes take months and real money to repair. Even if a tool helps, a person must check and stand behind the result.

Stakeholder alignment · 2
Changes a lot from case to case. Patterns exist, but you adapt them every time.

When your know-how is being written down for AI. If your organization is asking you to document how you do this for an AI tool, this rating is changing. Write down the method, but keep the judgment visible as yours: which cases are exceptions, what you check and why. Re-rate this task once the documentation is in use.

What this means for you. This task runs on your judgment, context and accountability. Protect it and make it visible. It is the work to name in reviews, on your resume and in interviews. This is where your time counts most.

RESUME BULLET

A task description says what you were assigned. A strong bullet says what changed because of you, with a number.

```
Directed [program or team of number], [result with a number, e.g. "raising output 18%"] by [the judgment call only you made, e.g. "spotting a supplier risk early"].
```

Skill this shows: Leadership, decision-making and accountability.

If you can't share exact figures, use a range or a percentage, such as "about 20%" or "a seven-figure budget". Fill every bracket with something true. A bullet you can't back up in an interview hurts more than it helps.

INTERVIEW STORY

Interviewers ask for proof of judgment. A short story with a clear result is the most convincing answer you can give. Leave out names and anything your employer or clients treat as confidential.

Likely question: ***"Tell me about a time you led an effort across several teams."*** Prepare a 90-second answer in four parts.

- **Situation:** what was at stake, in one sentence.
- **Your call:** the decision only you could make, and why.
- **Result:** the number from your resume bullet.
- **What AI couldn't have done:** the context or relationship that made it work.

Pick a story from the last two years, so it reflects the work you'd do next.

First step. This Friday, block 15 minutes to write the resume bullet for "Direct the hiring, training, or performance evaluations of marketing or sales staff and oversee their daily activities."

⚠ Vulnerable Task **YOUR MOST EXPOSED TASK**

8. Compile lists describing product or service offerings

> Easier to automate or delegate because it's well documented, it works the same anywhere, mistakes are easy to fix and it follows a standard format.

YOUR RATINGS FOR THIS TASK

Judgment and know-how	Context and relationships	Accountability	Stakeholder alignment	
4	4	4	5	17

WHAT EACH RATING SAYS

Judgment and know-how · 4
Well documented. A tool or a newcomer could follow most of this from the instructions. Your value is in the exceptions.

Context and relationships · 4
Depends little on your organization. This could be done the same way almost anywhere, which makes it easier to standardize.

Accountability · 4
Routine checks catch mistakes, and they're fixed within hours. Errors here are cheap, so organizations will be comfortable letting a tool try.

Stakeholder alignment · 5
Follows a fixed template. A fixed format is the easiest kind of work for a tool to produce.

What this means for you. Much of this task follows rules and patterns a tool can copy. That says something about the task, not about you. When the timing is right for you, you can streamline it, automate it or hand it off on your own terms, and spend the time you get back on work that needs you. If AI takes it on, you're still responsible for what it produces.

TRY AI ON ONE SLICE OF THIS TASK

Only try this if your workplace allows AI tools for this kind of work. A starter prompt is a ready-made instruction you copy into an AI assistant your employer approves. If you are not sure which one is approved, ask your manager or IT. A 30-minute test tells you more than any article. You'll see what the tool does well, where it is wrong and what only you can judge. Your notes are also proof of critical thinking: you checked the tool and recorded what still needs a person.

1. Choose one past example of this work that you can share safely. Remove names, client details and anything confidential.
2. Copy the prompt below and replace the [brackets] with your own material.
3. Check every answer against what you know. Mark what was right, wrong or missing.
4. Write two lines: the minutes it took you before, the minutes with AI including checking, and what you had to fix.

STARTER PROMPT

```
Here is an anonymized sample of [records / entries]: [paste a few]. 1. Describe the pattern they
follow. 2. Flag entries that break the pattern. 3. Draft a checklist someone could follow to do
this correctly. Do not guess at missing information. Tell me what is missing instead.
```

What to check: Every flagged entry, and whether the checklist covers the exceptions you know about. Keep it if it saved time and you caught every error. Stop if checking took longer than doing it yourself. That is a useful result too.

Safety: Use only a tool your employer approves. Remove names, client details and anything confidential before you paste anything. Check every answer before you use it. You stay responsible for the result.

Continues on the next page →

Your most exposed task, continued

RESUME BULLET

A task description says what you were assigned. A strong bullet says what changed because of you, with a number.

```
Maintained [records / process] for [scope], [result, e.g. "zero audit findings in two years"]
then built [a template / checklist] that cut the time by [number] and freed hours for
[higher-value work].
```

Skill this shows: Accuracy and organization.

> **First step.** This week, block 30 minutes on your calendar and run the test above, on a day you are not closing a deadline.

Your other tasks

Practice on these once your first test is done.

Durable Capability **SCORE 8 OF 20**

1. Formulate, direct, or coordinate marketing activities or policies to promote products or services, working with advertising or promotion managers

> Anchored in your judgment and know-how, local context and relationships, real accountability and stakeholder alignment.

YOUR RATINGS FOR THIS TASK

Judgment and know-how	Context and relationships	Accountability	Stakeholder alignment	
2	2	2	2	8

Judgment and know-how · 2
Mostly learned through experience. Most of what makes this work good isn't in a manual. That part stays with you.

Context and relationships · 2
Depends a lot on local knowledge. Someone from outside would need months to do this the way you do.

STARTER PROMPT

```
I'm planning [a campaign / an outreach message / an appeal] for [audience] about [product, service
or cause]. What I know about them: [anonymized]. 1. Draft the key message in under 100 words. 2.
List three likely objections and a reply to each. 3. Suggest two ways to measure whether it worked.
Do not guess at missing information. Tell me what is missing instead.
```

What to check: Claims about the product, tone for this audience, and anything it promised that you can't deliver.

> **First step.** This week, block 15 minutes to write down one recent call in “Formulate, direct, or coordinate marketing activities or policies to promote products or services, working with advertising or promotion managers” that only you could make.

Continues on the next page →

Your other tasks, continued

↗ Augmentable Multiplier **SCORE 11 OF 20**

3. Use sales forecasting or strategic planning to ensure the sale and profitability of products, lines, or services, analyzing business developments and monitoring market trends

Anchored in real accountability.

YOUR RATINGS FOR THIS TASK

Judgment and know-how	Context and relationships	Accountability	Stakeholder alignment	
3	3	2	3	11

Accountability · 2
Someone is clearly accountable, and mistakes take months and real money to repair. Even if a tool helps, a person must check and stand behind the result.

Judgment and know-how · 3
Some of the method is documented. The documented parts are the ones AI can pick up. The rest is where you add value.

STARTER PROMPT

```
I'm reviewing [a forecast / an analysis]. Here is anonymized data: [paste it]. 1. Point out the three patterns that matter most, and why. 2. Flag any numbers that look inconsistent. 3. List what you would need to know to trust a conclusion. Do not guess at missing information. Tell me what is missing instead.
```

What to check: Whether the patterns are real, and whether it noticed what you know is unusual about your data.

First step. After your test on “Compile lists describing product or service offerings,” block 20 minutes to try this prompt on one past example of “Use sales forecasting or strategic planning to ensure the sale and profitability of products, lines, or services, analyzing business developments and monitoring market trends.”

↗ Augmentable Multiplier **SCORE 10 OF 20**

4. Identify, develop, or evaluate marketing strategy, based on knowledge of establishment objectives, market characteristics, and cost and markup factors

Anchored in your judgment and know-how and local context and relationships.

YOUR RATINGS FOR THIS TASK

Judgment and know-how	Context and relationships	Accountability	Stakeholder alignment	
2	2	3	3	10

Judgment and know-how · 2
Mostly learned through experience. Most of what makes this work good isn't in a manual. That part stays with you.

Accountability · 3
Mistakes cost time or money, but review steps usually catch them before they go out. A tool can help, but someone needs to stay close to the decisions.

Continues on the next page →

Your other tasks, continued

4. Identify, develop, or evaluate marketing strategy, based on knowledge of..., continued

STARTER PROMPT

```
I'm planning [a campaign / an outreach message / an appeal] for [audience] about [product, service or cause]. What I know about them: [anonymized]. 1. Draft the key message in under 100 words. 2. List three likely objections and a reply to each. 3. Suggest two ways to measure whether it worked. Do not guess at missing information. Tell me what is missing instead.
```

What to check: Claims about the product, tone for this audience, and anything it promised that you can't deliver.

First step. After your test on “Compile lists describing product or service offerings,” block 20 minutes to try this prompt on one past example of “Identify, develop, or evaluate marketing strategy, based on knowledge of establishment objectives, market characteristics, and cost and markup factors.”

↗ **Augmentable Multiplier** **SCORE 10 OF 20**

5. Evaluate the financial aspects of product development, such as budgets, expenditures, research and development appropriations, or return-on-investment and profit-loss projections

Anchored in your judgment and know-how and real accountability.

YOUR RATINGS FOR THIS TASK

Judgment and know-how	Context and relationships	Accountability	Stakeholder alignment	
2	3	2	3	10

Judgment and know-how · 2
Mostly learned through experience. Most of what makes this work good isn't in a manual. That part stays with you.

Context and relationships · 3
Mixes local knowledge with skills that travel. The organization-specific part stays yours; the general part is open to tools.

STARTER PROMPT

```
Here is an anonymized [budget / account summary / cost report]: [paste figures, no names or account numbers]. 1. Flag figures that look inconsistent or unusual. 2. List the questions a reviewer would ask. 3. Draft a three-sentence summary for [audience]. Do not guess at missing information. Tell me what is missing instead.
```

What to check: Every number against the source. Never paste account numbers or client data.

First step. After your test on “Compile lists describing product or service offerings,” block 20 minutes to try this prompt on one past example of “Evaluate the financial aspects of product development, such as budgets, expenditures, research and development appropriations, or return-on-investment and profit-loss projections.”

Continues on the next page →

Your other tasks, continued

↗ Augmentable Multiplier **SCORE 11 OF 20**

6. Develop pricing strategies, balancing firm objectives and customer satisfaction

Anchored in real accountability.

YOUR RATINGS FOR THIS TASK

Judgment and know-how	Context and relationships	Accountability	Stakeholder alignment	
3	3	2	3	11

Accountability · 2
Someone is clearly accountable, and mistakes take months and real money to repair. Even if a tool helps, a person must check and stand behind the result.

Judgment and know-how · 3
Some of the method is documented. The documented parts are the ones AI can pick up. The rest is where you add value.

STARTER PROMPT

```
Here is an anonymized [budget / account summary / cost report]: [paste figures, no names or account numbers]. 1. Flag figures that look inconsistent or unusual. 2. List the questions a reviewer would ask. 3. Draft a three-sentence summary for [audience]. Do not guess at missing information. Tell me what is missing instead.
```

What to check: Every number against the source. Never paste account numbers or client data.

First step. After your test on “Compile lists describing product or service offerings,” block 20 minutes to try this prompt on one past example of “Develop pricing strategies, balancing firm objectives and customer satisfaction.”

↗ Augmentable Multiplier **SCORE 14 OF 20**

7. Initiate market research studies, or analyze their findings

Easier to automate or delegate because it works the same anywhere and it follows a standard format.

YOUR RATINGS FOR THIS TASK

Judgment and know-how	Context and relationships	Accountability	Stakeholder alignment	
3	4	3	4	14

Judgment and know-how · 3
Some of the method is documented. The documented parts are the ones AI can pick up. The rest is where you add value.

Context and relationships · 4
Depends little on your organization. This could be done the same way almost anywhere, which makes it easier to standardize.

STARTER PROMPT

```
I'm planning [a study / an experiment / fieldwork] on [question]. 1. List the variables and controls I should consider. 2. Point out common design mistakes for this kind of study. 3. List what I'd need to know before trusting a result. Do not cite any source you cannot name exactly. Do not guess at missing information. Tell me what is missing instead.
```

What to check: Every method claim and every reference. AI tools can invent citations.

First step. After your test on “Compile lists describing product or service offerings,” block 20 minutes to try this prompt on one past example of “Initiate market research studies, or analyze their findings.”

Talking with your manager

People who bring a tested idea and a proposal are often seen as leading change. Whether, when and how to raise it is your call: you know the people and the politics better than any memo. If and when you decide to have this conversation, consider having it after your AI test, in a regular one-to-one. These are example words to adapt, not a script you have to use.

Read the room first. Only you know your workplace. Before you share any of this, think about timing, your relationship with your manager, how decisions really get made, and how AI and job changes are being talked about where you work. If you work under a union contract, it may cover changes to your duties, workload or how your work is reviewed, so check with your union representative first. You decide what to share, with whom and when. That call is the kind of judgment this memo says is yours.

In these scripts

[your most exposed task] = 8. “Compile lists describing product or service offerings”

[your strongest task] = 2. “Direct the hiring, training, or performance evaluations of marketing or sales staff and oversee their daily activities”

Say each one the way your team would, for example “the Monday operations update” instead of “Prepare reports on operations.” Fill in the other [brackets] with your own details.

> “I've been looking at where AI can help our team. I tested it on **[your most exposed task]**: it handled the first pass in about [minutes], and I still needed to [what you fixed]. I'd like to use it for the next round and put the time I save into **[your strongest task]**. Could we try that for a month and review it together?”

Softer version, if your workplace is cautious about AI: “I've been reading about how teams use AI for work like **[your most exposed task]**. Would it be useful if I tried it on an old, anonymized example and shared what I learn?”

IF YOUR WORKPLACE IS CUTTING ROLES OR EXPECTING AI TO COVER MORE THAN IT CAN

> “Before we plan around AI covering more of this work, I'd like to share what I found. On **[your most exposed task]**, it saved about [minutes], but it needed a person to [what you fixed]. On **[your strongest task]**, it can't do the core of the work. Could we use that to decide what the tool takes on and where people stay responsible?”

Softer: “Could I share what I've learned from testing AI on our work? It might help us plan what to expect from it.”

Because you manage people. If it fits your team, you can use the same approach. Before you ask anyone to rate their own tasks, think about how it may land: people may worry the ratings will be used to judge them or cut roles. Make it voluntary, say how the ratings will and won't be used, and start with the test, not with headcount. If your team is represented by a union, check with HR and the union before asking. If you share results above you, report time saved alongside time spent checking, and say what the team will do with the time, so a test isn't read as a case for cuts. As AI tools take on more steps, your role shifts toward setting the checks: who reviews the output, and when work comes back to a person.

Make it stick: When you decide to raise it, write down the date of that one-to-one: _____

Your 90-day plan

Built for: **Preparing for a review** **Building my skills** **Manager conversation:** Yes

Three phases, built from your ratings and what you want this plan to help with. Each names the tasks to work on, small time-boxed actions to choose from, and what to keep as evidence. Pick the steps that fit your situation and change or skip the rest. "Done when" describes what finished looks like if you take that step.

Days 1–30 · Test and streamline

by Nov 19, 2026

8 Compile lists describing product or service offerings · 17

7 Initiate market research studies, or analyze their… · 14

- ☐ **Week 1 · 30 min** If your workplace allows it, run the AI test on “Compile lists describing product or service offerings” with an approved tool (see its page). Write your two lines: minutes before, minutes with AI, what you fixed.
- ☐ **Week 2 · 30 min** Save the repeatable part of “Compile lists describing product or service offerings” as a template, so the routine part can be handed off.
- ☐ **Weeks 3–4 · 20 min** Do the first step on the page for “Initiate market research studies, or analyze their findings.”

Done when: you have your test notes and have used what you learned once.
Keep as evidence: your test notes.

Days 31–60 · Make your judgment visible

by Dec 19, 2026

2 Direct the hiring, training, or performance evaluations… · 7

1 Formulate, direct, or coordinate marketing activities or… · 8

- ☐ **Week 5 · 15 min** Write the resume bullet for “Direct the hiring, training, or performance evaluations of marketing or sales staff and oversee their daily activities.” It doubles as a line for your self-review.
- ☐ **Week 6 · 20 min** Write two short examples of your judgment, one in “Direct the hiring, training, or performance evaluations of marketing or sales staff and oversee their daily activities” and one in “Formulate, direct, or coordinate marketing activities or policies to promote products or services, working with advertising or promotion managers.”
- ☐ **Weeks 7–8 · 15 min** Put your phase 1 notes, the bullet and your examples in one file for your review.
- ☐ **Also · 20 min** Pick one skill in “Direct the hiring, training, or performance evaluations of marketing or sales staff and oversee their daily activities” to practice once this month.
- ☐ **Any week · 15 min** Your colleagues see “Formulate, direct, or coordinate marketing activities or policies to promote products or services, working with advertising or promotion managers” differently than you do. Ask a colleague you trust how they see that work, not how they rated it.

Done when: your review file has your notes, the bullet and two examples.
Keep as evidence: your review file.

Continues on the next page →

Your 90-day plan, continued

Days 61–90 · Bring it to your review

by Jan 18, 2027

Before this phase, decide whether the timing and the relationship are right. If they're not, keep your evidence and choose a later date. That counts as progress.

8 Compile lists describing product or service offerings · 17

- ☐ **Week 9 · 30 min** — If you decide the timing is right, book your check-in. Use the script in "Talking with your manager" and bring your review file.
- ☐ **Weeks 10–11 · 20 min** — Decide whether to propose handing off the routine part of “Compile lists describing product or service offerings.” If you do, pair it with what you'd take on instead, so it reads as a shift, not a gap.
- ☐ **Week 12 · 10 min** — Check the re-rating signs: a new AI tool, a request to document your work, or a role change. If any happened, consider re-rating.

Done when: you and your manager have agreed on a next step, even a small one, or you've chosen to wait, on purpose, and set a date to revisit.

Keep as evidence: what you agreed, in writing.

Your colleagues' view

3 colleagues rated your tasks. Where they agree with you, you have support for your story. Where their average differs from yours by 3 or more points, or puts a task in a different group, ask a colleague you trust how they see that work. Ratings stay anonymous, so ask about the work, not about how anyone rated it.

Task to talk about	Your score	Colleagues' average
Formulate, direct, or coordinate marketing activities or policies to promote products or services, working with advertising or promotion managers	8	11.3
Use sales forecasting or strategic planning to ensure the sale and profitability of products, lines, or services, analyzing business developments and monitoring market trends	11	14.5

Re-rating

Tasks shift as tools and teams change. Consider re-rating when your organization adopts a new AI tool, asks you to document your work, or changes your role. A re-rating is a new full plan at the current price, with a fresh 30-day setup window. Your current ratings are saved in your account and become your starting point.

Use this in your performance review

Many employers now look for responsible AI use and critical thinking in reviews. Three things from this plan can make good evidence: your AI test notes, the bullet you wrote for your strongest task and the outcome of your manager conversation. Before you use them, think about how your workplace views AI use, what your review process asks for and how your manager is likely to read it. You decide what goes in your review file.

How to read this: Scores are your own ratings, weighted equally, and show direction rather than a prediction. Starting tasks are based on O*NET® 31.0 data (USDOL/ETA, CC BY 4.0), modified by Tranxitions; USDOL/ETA has not approved these modifications.

These results describe your tasks as you rated them on Oct 20, 2026. They are a starting point for your own judgment, not a prediction about your job. REDE is not career, legal, HR or employment advice. Decisions about your job, and any conversation with your employer, are yours. Consider professional advice where it matters.

Your role is changing. Be REDE.

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