Job Description

Job Title: Marketing Research and Media Analyst
Department: Marketing Services
Grade: L
FLSA: Exempt

The incumbent in this job is expected to assist the College in achieving its vision and mission. Customer focus, college service, and a willingness to assist as needed are expectations for all employees.

General Function:
Researches marketing / communications / campaign strategies and measures effectiveness. Delivers analysis and recommendations to ensure effective promotional and marketing campaigns.

Characteristic Duties and Responsibilities:

1. Designs quantitative and qualitative research project approaches, moderate guides and samples; conduct focus groups, execute surveys, analyzes data and provides research summaries and recommendations for Program Promotion Directors and their clients.
2. Collaborates with Program Promotion Directors and their clients to market research needs and implement appropriate market research and media study objectives.
3. Analyzes data, write reports and prepare recommendations. Prepares and delivers written and oral presentations; summarizes research data, findings and recommendations; provides data to internal clients as requested.
4. Researches, implements and tracks marketing campaigns; measures effectiveness to determine specific return on investment.
5. Manages the GIS Business Analyst software and related databases to assists Program Promotion Directors with targeted marketing communication.
6. Purchase media on behalf of the Program Promotion Directors to ensure maximum media coverage. Manages Marketing Services media grid to ensure the marketing team has up-to-date information on various media outlets.
7. Performs other duties as assigned.

Reporting Relationships:
Direction Received: Reports to the Executive Director Marketing Services
Direction Given: No authority or responsibility for the supervision of others, for project direction and/or program administration

Minimum Requirements:
Bachelor’s degree from an accredited institution in design, marketing, communications or a related field with three years of experience in marketing focusing on market research; experience with SPSS, SPSS Text Analysis software for surveys and ESRI Business Analyst

The intent of this job description is to provide a representative summary of the essential functions that will be required of positions given this title and should not be construed as a declaration of specific duties and responsibilities of any particular position. Employees will be assigned specific job-related duties through their hiring departments. Specific job-related duties assigned by hiring departments shall be consistent with the representative essential functions listed above and shall not be construed as expanding a particular position’s role, scope, FLSA status, or grade.

February 2009
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Knowledge, Skills, Abilities and Worker Characteristics:
Creativity
Proficiency in using desktop publishing applications, internet content tools, and Microsoft Office Suite
Knowledge of the printing and publishing process
Knowledge of marketing research techniques and media strategies
Knowledge of Geographical Information System
Experience with vendors management
Public speaking and interpersonal skills
Writing and editing skills

Working Conditions:
Typical office environment; infrequently lifting and carrying items up to 10 lbs.; infrequently twisting or bending at the waist or reaching overhead; infrequently traveling between buildings on campus, to other campuses or occasionally out-of-town to attend meetings and conferences; frequently listening to and talking with students, faculty and other staff members either in person or by telephone; frequently sitting at a desk or workstation using a computer display, keyboard, and mouse

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