

## **Marketing Analyst - Job Standards**

Job Standards include: (Note: this is a representative list only - complete list provided with purchase)

### KNOWLEDGE OF WORK:

- Understands marketing principles and practices and demonstrates knowledge in analyzing the overall marketing program and individual processes.
- Understands how a financial institution works, the concept of Asset/Liability Management, and the cost/benefit relationships for various lending and savings products as well as service delivery.
- Has a full understanding of organization's products and services, as well as the difference in approach to pricing products, services, delivery systems, and retailing strategies.
- Knows the organization's Mission, goals and strategic business plan.
- Is conversant with research methodology, including MCIF (customer information files), and knows how to effectively employ research results.

### QUALITY OF WORK:

- Conducts data searches to find the most reliable, up-to-date demographic, psychographic and consumer behavior data. Uses data to help organization develop scientific strategies and tactics to build profitable business sales and income streams.
- Analyzes marketing initiatives with tangible measurement devices to provide reliable result data which can be utilized to measure goal achievement and redefine future processes.
- Juxtaposes financial analysis with marketing opportunity analysis to determine the most cost effective method and delivery channels for marketing the organization's products and services.

### QUANTITY OF WORK:

- Develops on-going processes for identifying and analyzing business opportunities, including attendance at trade association functions, seminars, meetings, and peer group functions to be current with trends and competitive forces.
- Balances research and analysis processes to ensure a timely and accurate assessment of marketing plans, programs and opportunities.
- Utilizes functional costing and other statistical and analytical data to provide a factual analysis of potential programs.

### PROFESSIONALISM:

- Supports the organization Mission Statement, goal, objectives and business plan.
- Subscribes to the code of conduct for marketing professionals.
- Takes responsibility for own work ethic; attendance, attitude, behaviors.
- As designated, represents the organization at official functions and gatherings.
- Conforms to organization personnel policies and standards.