

IOWA DEPARTMENT OF ADMINISTRATIVE SERVICES ▼
HUMAN RESOURCES ENTERPRISE

TELECOMMUNICATIONS MARKETING ANALYST

DEFINITION

This job classification is used only by the Iowa Communications Network.

Performs entry and journey level marketing analyst work for the Iowa Communications Network including collecting/analyzing data to evaluate existing or potential products/services in the telecommunications market; identifies and monitors competitors, researches market conditions and changes in the industry that may affect sales; performs related work as required.

The Work Examples and Competencies listed are for illustrative purposes only and not intended to be the primary basis for position classification decisions.

WORK EXAMPLES

Develops methods/procedures, including telephone, personal or mail surveys, to assess consumer preferences; conducts opinion surveys to determine public attitudes on various issues; recommends, monitors and evaluates application of research tools and methodologies (e.g., focus groups, attitudinal surveys, etc.).

Studies statistics to predict future sales, gather information on competitors, and provide the information necessary for promoting, distributing, designing and pricing products/services.

Prepares spreadsheets used for segmentation and marketing analysis; analyzes data and prepares report summarizing findings, including conclusions and recommendations; assists with forecasting and budget.

Analyzes competitive environment and future market trends; communicates findings/recommendations to marketing personnel.

Analyzes campaign results, assists with other marketing requests to gain insight in business strategies/tactics, prepares analysis and provides input into marketing strategic planning activities.

Conducts advanced data mining and analysis to assess relationships and patterns within customer data and establish process for tracking and reporting on competitor activity; analyzes customer information collected at touch points including customer relationship management databases.

Produces campaign retention analysis to determine ROI (Return on Investment) on marketing expenditures and guide selection of campaign offer strategies.

Collects/analyzes market research and other relevant data (e.g., competitor data, financial data) to develop or contribute to the development of concept papers, business cases and briefing notes.

COMPETENCIES REQUIRED

Knowledge of department policies, rules and regulations.

Knowledge of mathematics and statistical methods and techniques.

Knowledge of the sources of statistical data and collection methods.

Knowledge of research methodology techniques and practices.

Knowledge of mechanical and electronic data and methods of obtaining data.

Ability to analyze and interpret complex statistical material and to present analyses and conclusions clearly and precisely.

Ability to demonstrate patience/persistence to completely study and understand markets.

Ability to work long hours independently.

Ability to understand the product's target audience, strengths, weaknesses, threats and opportunities.

Ability to set marketing goals/objectives to position, price and distribute products.

Displays high standards of ethical conduct. Refrains from dishonest behavior.

Works and communicates with all clients and customers providing quality professional service.

Displays a high level of initiative, effort, attention to detail and commitment by completing assignments efficiently with minimal supervision.

Follows policy, cooperates with supervisors and aligns behavior with the goals of the organization.

Fosters and facilitates cooperation, pride, trust, group identity and team spirit throughout the organization.

Exchanges information with individuals or groups effectively by listening and responding appropriately.

EDUCATION, EXPERIENCE, AND SPECIAL REQUIREMENTS

Graduation from a four-year college or university and experience equal to two years of full-time work as a marketing manager, product manager, or equivalent sales, product development or marketing position;

OR

an equivalent combination of education and experience substituting one year of marketing, product development and sales experience in the telecommunications industry for each year of the required education with a maximum substitution of four years.

Effective Date: 09/12 BR