

IOWA DEPARTMENT OF ADMINISTRATIVE SERVICES ▼
HUMAN RESOURCES ENTERPRISE

TELECOMMUNICATION MARKETING ANALYST,
SENIOR

DEFINITION

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

In addition to duties performed by employees at the journey level of this series, positions in this class perform project management functions and direct the activities/lead employees in telecommunications product development, market analysis and deployment; perform related duties 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

Assists supervisor by performing such duties as instructing employees/residents, answering questions, distributing/balancing the workload and checking work; may make suggestions on selection, promotions and reassignments.

Oversees/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 appropriate research tools and methodologies (e.g. focus groups, attitudinal surveys, etc.).

Directs/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.

Leads lower level analysts in the collection/analysis of 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.

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

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

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

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 collections methods.

Knowledge of research methodology techniques and practices.

Knowledge of mechanical and electronic data and methods of obtaining data

Knowledge of business marketing technology tools for product sales and operations.

Knowledge of product's audience, strengths, weaknesses, threats and opportunities.

Knowledge of marketing goals/objectives to position, price and distribute products.

Ability to establish creative/tactical elements of marketing plan, advertising, promotions, branding, packaging, budgets and calendar.

Ability to create and implement marketing strategic plan.

Ability to identify/analyze competitors and exploit weaknesses.

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

Ability to work long hours independently.

Ability to plan and supervise the work of subordinates.

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

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 four years of full-time work as a marketing manager, product manager, or equivalent sales 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