



# New Mexico State Personnel Office

2600 Cerrillos Road  
Santa Fe, New Mexico 87505-0127

## Classification Description

### MARKET RESEARCH ANALYST

<u>Class Title</u>	<u>Class Code</u>	<u>Pay Band</u>	<u>Alt Pay Band*</u>
Market Research Analyst-B	F3021B	50	
Market Research Analyst-O	F3021O	55	
Market Research Analyst-A	F3021A	60	

*\*In accordance with SPB Rule 1.7.4.10 NMAC, the assignment to alternative pay bands shall be reviewed annually to determine their appropriateness.*

#### Occupation Description

Research market conditions in local, regional or national areas to determine potential sales of a product or service. May gather information on competitors, prices, sales and methods of marketing and distribution. May use survey results to create a marketing campaign based on regional preferences and buying habits.

#### Nature of Work

Market research analysts help companies understand what types of products people want, determine who will buy them and at what price. Gathering statistical data on competitors and examining prices, sales, and methods of marketing and distribution, they analyze data on past sales to predict future sales. Market research analysts devise methods and procedures for obtaining the data they need by designing surveys to assess consumer preferences. While a majority of surveys are conducted through the Internet and telephone, other methods may include focus group discussions, mail responses, or setting up booths in public places, such as shopping malls. Trained interviewers usually conduct the surveys under a market research analyst's direction.

#### Distinguishing Characteristics of Levels

*Examples of Work are intended to be cumulative for each progressively higher level of work. The omission of specific statements does not preclude management from assigning other duties which are reasonably within the scope of the duties.*

#### Basic

- Employees in this Role assist in analyzing statistical data and predict future events, gather data and analyze prices, sales, and methods of marketing and distribution; devise methods and procedures for obtaining data needed; and may conduct interviews or surveys and write reports.

#### Recommended Education and Experience for Full Performance

Associates degree in Marketing, Business Administration or Public Administration and two (2) years experience in marketing, advertising, or sales.

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### Minimum Qualifications

High School diploma or GED and one (1) year experience in marketing, advertising, and/or sales.

### Operational

- Employees in this Role collect and organize data, evaluate the data, and make recommendations of findings.
- Employees may conduct opinion research to determine public attitudes on various issues; provide information needed for making decisions; and assess public support regarding advertising policies.

### Recommended Education and Experience for Full Performance

Associate's Degree in Marketing, Business Administration, or Public Administration and four (4) years experience working in marketing, advertising, or sales.

### Minimum Qualifications

High School Diploma or GED and two (2) years of experience in marketing, advertising, and/or sales.

### Advanced

- Employees in this Role collect and organize data specific to distribution, design, and pricing of products or services.
- Employees assist in diversifying operations; present research findings, both orally and in writing; use quantitative techniques, and apply findings to economic modeling and forecasting.

### Recommended Education and Experience for Full Performance

Bachelor's Degree in Marketing, Business Administration, or Public Administration and two (2) years experience working in marketing, advertising, or sales.

### Minimum Qualifications

Associate's degree in Marketing, Business Administration, or Public Administration and two (2) years experience working in marketing, advertising, and/or sales. Any combination of education from an accredited college or university in a related field and/or direct experience in this occupation totaling four (4) years may substitute for the required education and experience.

### Knowledge and Skills

*NOTE: This information has been produced by compiling information and documentation provided by O\*NET. O\*NET is a trademark of the U.S. Department of Labor, Employment and Training Administration*

### Knowledge

**English Language** — Knowledge of the structure and content of the English language including the meaning and spelling of words, rules of composition, and grammar.

**Customer and Personal Service** — Knowledge of principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.

**Administration and Management** — Knowledge of business and management principles

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involved in strategic planning, resource allocation, human resources modeling, leadership technique, production methods, and coordination of people and resources.

**Sales and Marketing** — Knowledge of principles and methods for showing, promoting, and selling products or services. This includes marketing strategy and tactics, product demonstration, sales techniques, and sales control systems.

**Computers and Electronics** — Knowledge of circuit boards, processors, chips, electronic equipment, and computer hardware and software, including applications and programming.

**Mathematics** — Knowledge of arithmetic, algebra, geometry, calculus, statistics, and their applications.

**Communications and Media** — Knowledge of media production, communication, and dissemination techniques and methods. This includes alternative ways to inform and entertain via written, oral, and visual media.

### Skills

**Reading Comprehension** — Understanding written sentences and paragraphs in work related documents.

**Active Listening** — Giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate, and not interrupting at inappropriate times.

**Complex Problem Solving** — Identifying complex problems and reviewing related information to develop and evaluate options and implement solutions.

**Critical Thinking** — Using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems.

**Judgment and Decision Making** — Considering the relative costs and benefits of potential actions to choose the most appropriate one.

**Speaking** — Talking to others to convey information effectively.

**Writing** — Communicating effectively in writing as appropriate for the needs of the audience.

**Monitoring** — Monitoring/Assessing performance of yourself, other individuals, or organizations to make improvements or take corrective action.

**Active Learning** — Understanding the implications of new information for both current and future problem-solving and decision-making.

**Coordination** — Adjusting actions in relation to others' actions.

**Statutory Requirements:** N/A

**Conditions of Employment:** Working Conditions for individual positions in this classification will vary based on each *agency's utilization, essential functions, and the recruitment needs* at the time a vacancy is posted. All requirements are subject to possible modification to reasonably accommodate individuals with disabilities.

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**Default FLSA Status:** Non-Exempt. FLSA status may be determined to be different at the agency level based on the agency's utilization of the position.

**Bargaining Unit:** This position may be covered by a collective bargaining agreement and all terms/conditions of that agreement apply and must be adhered to.

**Established:** 07/07/2001

**Revised:** 9/20/2011

*\*Adapted from the United States Bureau of Labor Statistics and are intended to illustrate the typical education and experience required for this occupation.*

*Note: Classification description subject to change. Please refer to the SPO website [www.spo.state.nm.us](http://www.spo.state.nm.us) to ensure this represents the most current copy of the description.*