Auburn University Job Description

Job Title: Marketing Analyst
Job Code: CA07*
FLSA status: Exempt

Job Summary
Assists in marketing and research and conducts public consumer surveys.

Essential Functions
1. Conducts surveys to determine consumer preferences for fruits and/or vegetables.
2. Aids and assists in the marketing and production of research for various fruits and/or vegetables.
3. Supports research goals of supervisor and professors by assisting them in literature reviews, paperwork and brochure development.
4. Determines how surveys will be implemented and analyzed.
5. Assists in researching and administering the best marketing practices and strategies for products.

Supervisory Responsibility
May be responsible for training, assisting or assigning tasks to others. May provide input to performance reviews of other employees.

The above essential functions are representative of major duties of positions in this job classification. Specific duties and responsibilities may vary based upon departmental needs. Other duties may be assigned similar to the above consistent with the knowledge, skills and abilities required for the job. Not all of the duties may be assigned to a position.
## Auburn University Job Description

### Job Family Levels

<table>
<thead>
<tr>
<th>Level</th>
<th>Responsibility</th>
<th>Knowledge</th>
<th>Education and Experience*</th>
</tr>
</thead>
<tbody>
<tr>
<td>I</td>
<td>Under immediate supervision, performs standard tasks using established methods, principles, concepts and procedures related to a specialized field. Judgments are made on routine matters of relatively small impact.</td>
<td>Knows fundamental concepts, practices and procedures of particular field of specialization.</td>
<td>Bachelors degree in discipline appropriate to position with no experience.</td>
</tr>
<tr>
<td>II</td>
<td>Under close supervision, performs varied duties and assignments involving some judgment. Resolves routine questions or problems, referring only complex issues to higher level. Some evaluation, originality and ingenuity required.</td>
<td>Knows and applies fundamental concepts, practices, and procedures of particular field of specialization, with awareness of related fields.</td>
<td>Bachelors degree in discipline appropriate to position plus 2 years experience. Experience must include at least 2 years at the preceding level or equivalent.</td>
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<tr>
<td>III</td>
<td>Under minimal supervision, performs complex assignments and fulfills broad responsibilities where required outcomes are defined, but methods and procedures may vary based on professional judgment or precedent. Considerable latitude for unreviewed action. Confers with supervisor on unusual matters. Coordinates the work of others on projects and may assign work to and assist less experienced professionals or support staff. May act in an advisory capacity to managers or faculty.</td>
<td>Possesses and applies a broad knowledge of principles, practices and procedures of a particular field of specialization to the completion of difficult assignments. Also possesses knowledge of related fields and areas of operation which affect, or are affected by, own area.</td>
<td>Bachelors degree in discipline appropriate to position plus 4 years experience. Experience must include at least 2 years at the preceding level or equivalent.</td>
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</table>

* See the "Minimum Required Education and Experience" section of the job description for any substitutions that may be allowed for education and experience.
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Minimum Required Education and Experience

<table>
<thead>
<tr>
<th>Level</th>
<th>Focus of Education</th>
<th>Focus of Experience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Level I</td>
<td>Bachelors degree in discipline appropriate to position with no experience.</td>
<td>Experience in marketing and/or market data research</td>
</tr>
<tr>
<td>Level II</td>
<td>Bachelors degree in discipline appropriate to position plus 2 years experience.</td>
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<tr>
<td></td>
<td>Experience must include at least 2 years at the preceding level or equivalent.</td>
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</tr>
<tr>
<td>Level III</td>
<td>Bachelors degree in discipline appropriate to position plus 4 years experience.</td>
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<tr>
<td></td>
<td>Experience must include at least 2 years at the preceding level or equivalent.</td>
<td></td>
</tr>
</tbody>
</table>

Substitutions allowed for Education:
Indicated education is required; no substitutions allowed.

Substitutions allowed for Experience:
When a candidate has the required education, but lacks the required experience, they may normally apply additional appropriate education toward the experience requirement, at a rate of one (1) year relevant education per year of required experience.

Minimum Required Knowledge

Certification or Licensure Requirements:
None Required.

Physical Requirements/ADA

No unusual physical requirements. Requires no heavy lifting, and nearly all work is performed in a comfortable indoor facility.

Routine deadlines; usually sufficient lead time; variance in work volume seasonal and predictable; priorities can be anticipated; some interruptions are present; involves occasional exposure to demands and pressures from persons other than immediate supervisor.

Job frequently requires standing, walking, sitting, talking, hearing, handling objects with hands, and lifting up to 10 pounds.

Job occasionally requires reaching, climbing or balancing, stooping/kneeling/crouching/crawling, and lifting up to 50 pounds.

Vision requirements: Ability to see information in print and/or electronically.

Date: 1/4/2012