Instruction:

Please read word file “Marketing Specialist Duty Breakdown - Template” first. It should give you some idea how you proceed this work and what is should look like

See page 2, there are five duties given for position Marketing Specialist, then you have to finish “Duty Breakdown” part. That is what you need to do for this work. Please act as a marketing specialist, currently work in a Manhattan, NY hair salon. Please use any marketing/business/financial/economic theory/knowledge/skill/technique describe how to perform the initial duty step by step in detail to finish duty breakdown. You could copy initial duty then detail describe every step when you do the breakdown. Any information from template, if you think it is applicable for my duties below, you could use them. Try to avoid some computer science programming skill like SQL, JAVA, C language when you do the breakdown.

 I list some very basis duties for marketing specialist position for your reference. When you work on the duty breakdown, below duties could be your bases.

• Prepare reports of findings, illustrating data graphically and translating complex findings into written text.

• Collect and analyze data on customer demographics, preferences, needs, and buying habits to identify potential markets and factors affecting product demand.

• Conduct research on consumer opinions and marketing strategies, collaborating with marketing professionals, statisticians, pollsters, and other professionals.

• Measure and assess customer and employee satisfaction.

• Devise and evaluate methods and procedures for collecting data, such as surveys, opinion polls, or questionnaires, or arrange to obtain existing data.

• Measure the effectiveness of marketing, advertising, and communications programs and strategies.

• Seek and provide information to help companies determine their position in the marketplace.

• Forecast and track marketing and sales trends, analyzing collected data.

• Gather data on competitors and analyze their prices, sales, and method of marketing and distribution.

• Monitor industry statistics and follow trends in trade literature.

• Attend staff conferences to provide management with information and proposals concerning the promotion, distribution, design, and pricing of company products or services.

• Direct trained survey interviewers.

• Develop and implement procedures for identifying advertising needs.