

MARKET RESEARCH ANALYST (ANZSCO Code: 225112)

The following Information Sheet is for your reference only and should be used as a guide to assist with your Skills Assessment application to VETASSESS. This information is subject to change.

Please note that a Skills Assessment of the qualification involves assessment of both the qualification level and content. Qualifications are assessed according to the guidelines published by the Australian Government Department of Education and Training.

The employment assessment involves determining the skill level and relevance of the tasks undertaken. Integrity checks may be conducted to verify the qualification and employment claims made in an application.

Job description

A Market Research Analyst determines the market for new goods and services, develops advertising strategies, and evaluates the best business sites for commercial organisations.

Occupations not considered as highly relevant under this ANZSCO code:

- Marketing Specialist
- Advertising Specialist
- Sales and Marketing Manager
- Organisation and Methods Analyst
- Economist

These occupations are classified elsewhere in ANZSCO.

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Requirements for Skills Assessment

This occupation requires a qualification which is assessed as comparable to the educational level an Australian Qualifications Framework (AQF) Bachelor or higher*.

If the qualification is in a highly relevant field to the occupation, then one year of highly relevant, post-qualification employment is required. This must be within the past five years.

If the qualification is not in a highly relevant field, three years of highly relevant, post-qualification employment is required. This must be within the past five years.

This is reduced to two years if there is an additional qualification at least at AQF Diploma level in a highly relevant field.

If employment is not post-qualification, then five additional years of relevant employment are required. This is in addition to one year of highly relevant employment within the past five years.

*This includes qualifications assessed at AQF Bachelor, Master and Doctoral level.

A positive assessment of both qualifications and employment is required for a positive Skills Assessment Outcome.

Qualification

AQF Bachelor degree or higher*

Highly relevant major fields of study include:

- Marketing
- Business
- Statistics
- Social Research

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Employment

Pre-qualification employment can be considered for this occupation.

Highly relevant tasks include, but are not limited to:

- analysing data regarding consumer patterns and preferences
- interpreting and predicting current and future consumer trends
- researching potential demand and market characteristics for new goods and services and collecting and analysing data and other statistical information

Additional tasks may include:

- meeting with clients to introduce services and discuss research objectives
- managing client expectations
- project management
- liaising with third party providers

Supporting material for assessment

Applicants nominating this occupation are advised to provide samples of some of the following supplementary material, if possible:

- Research plans
- Research summaries
- Contracts if relevant to role performed

An organisational chart may also assist to clarify the focus and responsibility level of positions held. This should include the company letterhead, an applicant's job position and those of her/his superiors and subordinates as well as all positions reporting to the applicant's immediate supervisor and her/his direct subordinates.