VETASSESS

Information sheet

Market Research Analyst

ANZSCO: 225112 **Group B**

About this document

- 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.
- 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 under this ANZSCO code:

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

These occupations are classified elsewhere in ANZSCO.

Market Research Analyst is a VETASSESS Group B occupation

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

GROUP B	Criteria for a suitable Skills Assessment			
	Minimum comparable Bachelor or higher degree AQF level	With highly relevant major field of study	Additional highly relevant qualifications	Highly relevant employment duration
1	AQF +	+	N/A +	1 YEAR minimum
2	AQF +	No highly relevant major +	AQF Minimum AQF Diploma level with highly relevant major +	2 YEARS minimum
3	AQF +	No highly relevant major +	No additional highly relevant qualifications +	3 YEARS minimum
Pre-qualification methodology can apply to Group B occupations				
	Highly relevant employment duration	With or without highly relevant major field of study	Additional highly relevant qualifications	Comparable Bachelor degree AQF level
4	5 YEARS minimum + 1 YEAR minimum Within last 5 years	+ N/A +	N/A +	AQF

Description of Pathways

The information below describes the available pathways for a Skills Assessment under **Group B**. Please note that in order to achieve a suitable Skills Assessment Outcome, a positive assessment for both qualifications and employment is required.

Pathway 1

This pathway requires a qualification assessed as comparable to the education level of an Australian Qualifications Framework (AQF) Bachelor degree or higher degree and in a field highly relevant to the nominated occupation.

Bachelor degree or higher degree includes AQF Master Degree or AQF Doctoral Degree.

In addition, it is essential for applicants to meet the following employment criteria:

- at least **one** year of post-qualification employment at an appropriate skill level, undertaken in the last five years,
- working 20 hours or more per week, and
- highly relevant to the nominated occupation.

Pathway 2

This pathway requires a qualification assessed as comparable to the education level of an Australian Qualifications Framework (AQF) Bachelor degree or higher degree and in a field not highly relevant to the nominated occupation.

Bachelor degree or higher degree includes AQF Master Degree or AQF Doctoral Degree.

An additional qualification in a highly relevant field of study at a minimum AQF Diploma level is required. Additional qualifications in a highly relevant field of study include those comparable to the AQF Diploma or AQF Advanced Diploma or AQF Associate Degree or AQF Graduate Diploma.

In addition, it is essential for applicants to meet the following employment criteria:

- at least **two** years of post-qualification employment at an appropriate skill level, undertaken in the last five years,
- working 20 hours or more per week, and
- highly relevant to the nominated occupation.

For example, an applicant for the occupation Quality Assurance Manager completed a non-relevant AQF Bachelor qualification in April 2024 and later completed an AQF Diploma in Quality Management in May 2026. The applicant commenced employment with the organisation in May 2024 and remains employed there.

Under Pathway 2, the applicant satisfies the minimum educational requirement for a Group B occupation through the AQF Bachelor qualification. Accordingly, employment is counted from the completion date of the Bachelor qualification, meaning employment from May 2024 onwards may be considered toward both the required Qualifying Period (QP) and any remaining eligible period for the points test.

As the later Diploma qualification is highly relevant to the occupation, the applicant may access the reduced employment requirement applicable under Pathway 2. In this case, only two years of QP are required, and that employment may be counted from the post-Bachelor period rather than from the Diploma qualification completion date.

Pathway 3

This pathway requires a qualification assessed as comparable to the education level of an Australian Qualifications Framework (AQF) Bachelor degree or higher degree and in a field not highly relevant to the nominated occupation.

Bachelor degree or higher degree includes AQF Master Degree or AQF Doctoral Degree.

In addition, it is essential for applicants to meet the following employment criteria:

- at least **three** years of post-qualification employment at an appropriate skill level, undertaken in the last five years,
- working 20 hours or more per week, and
- highly relevant to the nominated occupation.

Pathway 4

This pathway requires a qualification assessed as comparable to the education level of an Australian Qualifications Framework (AQF) Bachelor degree or higher degree with or without a highly relevant major field of study to the nominated occupation.

Bachelor degree or higher degree includes AQF Master Degree or AQF Doctoral Degree.

In addition, it is essential for applicants to meet the following employment criteria:

- at least **six** years of employment at an appropriate skill level that includes at least **one** year of highly relevant employment within the last five years before applying,
- working 20 hours or more per week, and
- highly relevant to the nominated occupation.

Qualification

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

Highly relevant major fields of study include:

- Marketing
- Business
- Statistics
- Social Research

Employment

Pre-qualification employment can be considered for this occupation. Highly relevant tasks include:

- 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.

Employment Table

The following table illustrates the similarities and differences between the occupations in this ANZSCO Unit Group:

	ADVERTISING SPECIALIST	MARKETING SPECIALIST	MARKET RESEARCH ANALYST
ANZSCO Definition	According to ANZSCO, an Advertising Specialist devises and coordinates advertising campaigns which encourage consumers to purchase particular goods or services.	According to ANZSCO, a Marketing Specialist identifies market opportunities and advises on the development, coordination and implementation of plans for pricing and promoting an organisation's goods and services.	According to ANZSCO, a Market Research Analyst determines the market for new goods and services, develops advertising strategies, and evaluates the best business sites for commercial organisations.
Alternative Titles	These include: › Advertising Account Executive › Advertising Account Manager › Creative Director (Advertising)	These include: › Marketing Consultant › Marketing Coordinator › Marketing Officer	(No common alternative titles)
Scope of Activity	Advertising is focused on segmentation of audiences, encouraging sales and drawing attention to the product through strategic placement of content or imagery through means such as newspapers, magazines, direct mail, billboards, TV, radio, online platforms etc. It also involves developing and organising advertising policies and campaigns to support sales objectives, create consumer awareness and/or promote the goods and services of the business.	The practice of marketing is broader in scope than that of advertising and involves promoting a company's or client's products or services by marketing existing products, helping to develop new products to cater for consumer demand, or developing markets for new products or services.	Market research is concerned with both quantitative and qualitative research. Market researchers conduct research and analysis to highlight key consumer insights and market trends to inform business decisions and guide marketing strategies.
Focus of Role	The scope of an Advertising Specialist's role includes coordinating production of advertising campaigns involving specialised activities, such as artwork, copywriting, media scripting, television and film production and media placement, identifying trends and insights.	The scope of a Marketing Specialist's role includes advising on all elements of marketing such as product mix, pricing, advertising and sales promotion, selling, and distribution channels.	The scope of a Market Research Analyst's role includes analysing data regarding consumer patterns and preferences, researching potential demand and market characteristics for new goods and services by collecting and analysing data and other statistical information.

Supporting material for assessment

Applicants nominating this occupation are required to provide:

- A Curriculum Vitae / Resume

Applicants are also 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.

Post Assessment

After receiving a positive skills assessment from VETASSESS and having a skilled visa granted by the Department of Home Affairs, applicants looking to develop their market research career in Australia may consider professional membership. The Australian Marketing Institute (AMI) is the association for professional marketers and sets the industry standard for marketing practitioners in Australia.

The AMI provides a wide range of opportunities, including learning and development, education and networking across Australia. An AMI membership may assist with professional fulfillment and career advancement.

For more information on AMI's membership services, applicants can contact AMI directly:

https://memberhub.ami.org.au/ami-professional-membership