<table>
<thead>
<tr>
<th>Duties/Task</th>
<th>PERFORMANCE STANDARDS (Observable &amp; Measurable Criteria)</th>
<th>TOOLS, EQUIPMENT, SUPPLIES &amp; MATERIALS (Needed)</th>
<th>REQUIRED KNOWLEDGE AND SKILLS (Math, Science, &amp; Language)</th>
<th>SAFETY (Concerns)</th>
<th>WORKER BEHAVIORS (Important to Worker Success)</th>
<th>DECISIONS (Identify Decisions that Must be Made by the Worker)</th>
<th>CUES (Identify the Data Needed for Making Correct Decisions)</th>
<th>ERRORS (Indicate What May Result if Incorrect Decisions are Made)</th>
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<tbody>
<tr>
<td>5. Develop marketing processes, budget and how they integrate into the marketing plan and office functions</td>
<td>6. Developed a marketing budget (sales projections and marketing expenses) and calendar of marketing activities and ensured all marketing activities were integrated</td>
<td>6. Marketing budget and planning software, computer with spreadsheet software, calendar</td>
<td>6. Budgeting knowledge, analytical skills, organizational skills, computer skills, knowledge of educational resources, knowledge of office functions</td>
<td>6. N/A</td>
<td>6. Disciplined, knowledgeable, analytical, creative</td>
<td>6. What is my budget? When will I have marketing activities? What expenses do I have in mind?</td>
<td>6. Balanced budget</td>
<td>6. Will overspend or under spend budget, be inefficient in communication processes</td>
</tr>
<tr>
<td>6. Review the marketing plan and integrate it into the business plan</td>
<td>7. Reviewed the marketing plan and integrated it into the business plan</td>
<td>7. Marketing plan, business plan, respected colleague, computer</td>
<td>7. Communication skills, computer skills, analytical skills, knowledge of the business plan</td>
<td>7. N/A</td>
<td>7. Awareness of protecting the confidentiality of the marketing plan and proprietary data</td>
<td>7. Does my marketing plan integrate into the business plan? What steps have I taken to keep my marketing and business plans confidential?</td>
<td>7. Plans were kept confidential, marketing and business plans were integrated, business garnered support of partners</td>
<td>7. Business won’t have focus, customer information could become public, business could lose credibility</td>
</tr>
</tbody>
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### Example References

- **CSA Manager**
- **Analytics:** John Moser
- **Expert Worker:** Julie Fox
- **N/A Workers:**

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**STEPS (Required to Perform the Task)**

1. Developed a marketing budget (sales projections and marketing expenses) and calendar of marketing activities and ensured all marketing activities were integrated.
2. Communicated new marketing plan and activities to customers and management.
3. Developed strategies to improve customer engagement.
4. Analyzed data to improve marketing effectiveness.

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**NOTES:**

- Ensure all marketing activities are integrated.
- Communicate new marketing plan to customers.
- Develop strategies to improve customer engagement.
- Analyze data to improve marketing effectiveness.