STANDARD TASK ANALYSIS FORM

Duty/Task: A-6 Prepare flyers & brochures								
STEPS (Required to Perform Task)	PERFORMANCE STANDARDS (Observable & Measurable Criteria)	TOOLS, EQUIPMENT, SUPPLIES & MATERIALS (Needed)	REQUIRED KNOWLEDGE AND SKILLS (Math, Science, & Language)	SAFETY (Concerns)	WORKER BEHAVIORS (Important to Worker Success)	DECISIONS (Identify Decisions that Must be Made by the Worker)	CUES (Identify the Data Needed for Making Correct Decisions)	ERRORS (Indicate What May Result if Incorrect Decisions are Made)
1 Determine the purpose of the material and how material will be distributed (e.g., timeliness/longevity of piece, target audience, email, web, postal mail)	1 Correctly specified purpose of material, target audience and other necessary information	1 N/A	1 Knowledge of event/reason for material, production needs (e.g., difference between electronic vs. printed material)	1 N/A	1 Computer literate, analytical, organized, timely, detail oriented, flexible	1 What is the purpose of the marketing collateral? When do I need the marketing collateral to be completed? How should it be published? What is the longevity of this material?	1 Research, past experience, timeline	1 Wrong/ineffective marketing collateral produced, inadequate use of time and money, marketing collateral not completed in a timely manner, wrong format for applicable use
2 Determine the size/type of the marketing collateral (e.g., size of publication, number of copies needed, budget concerns)	2 Correctly determined the number /type of pieces needed and selected an appropriate size for the publication	2 Copy of budget, computer, customer database	2 Knowledge of budget constraints, quantity needed, computer skills	2 N/A	2 Organized, detail oriented, analytical, accurate, computer literate, communicator, flexible	2 How many copies do I need of each piece do I need? How much money do I have to spend? How much information must be included (e.g. actual size or mailing requirements)	2 Budget constraints, type of event/reason for material, past experience, research, target audience	2 Not enough/too many copies produced, over spend the budget, missing information, wrong type of collateral used, message communicated ineffectively
3 Select a software program to produce the marketing collateral your self or outsource the work	3 Determined whether publication could be produced in house or if it should be outsourced	3 Computer, desktop publishing software, professional printer contact information (if outsourced)	3 Computer/software skills	3 N/A	3 Patient, computer literate, detail oriented, analytical, good communicator, organized, timely	3 What size will the marketing collateral be? Do I have the skills/time to create materials myself, or should I outsource it? Can it be completed in time? Do I have the budget to outsource? Do I need any help producing the material?	3 Research, past experience, timeline, level of computer/software skills, budget constraints, time constraints, professional contacts	3 Wrong program used to produce materials, waste of time/money, overspend budget, work incomplete/not done when needed
4 Develop copy/written information	4 Produced applicable copy/written material in house or hired contractor to do so	4 Computer, desktop publishing software, professional writer contact information (if outsourced), appropriate facts/information needed as determined by the purpose of the material	4 Writing/grammatical skills, communication skills, necessary information to take copy from, computer/software skills	4 N/A	4 Creative, accurate, self-motivated, detail oriented, organized, computer literate, customer service oriented	4 What information needs to be included? Who is the target audience? Am I a good writer or should I outsource? Do I have all the information/equipment I need to complete the work on time?	4 Past experience (writing), research, timeline, target audience, professional contacts, level of computer/software skills	4 Wrong/not enough information included, poorly written materials produced, waste of time/money, project not completed in timely manner, poor company image
5 Combine graphic design with copy if doing in house	5 Combined copy with existing logos in house or hired contractor to do so	5 Computer, desktop publishing software	5 Knowledge of design/layout, writing copy, computer/software skills	5 N/A	5 Computer literate, creative, detail oriented, patient, problem solver, flexible, adaptable	5 Do I have the skills/equipment needed? Do I have the time to complete the project? What graphics/copy should be included? What is the most cost effective method to use?	5 Past experience, research, timeline, level of computer/software skills	5 Poorly formatted/written material, poor company image, project not completed in timely manner, waste of time/money
6 Print a proof of marketing collateral	6 Proof printed for final review	6 Printer, computer, paper	6 Computer/printer skills	6 N/A	6 Computer literate	6 What size paper should I use? Do I have the right equipment?	6 Past experience, level of computer/software skills	6 Waste of money/material, material not proofed, work not completed in a timely manner
7 Proof/edit as necessary, repeating steps 4 through 6 until final copy is approved	7 Proofed/edited copy as necessary until final copy approved	7 Hard copy of proof, pen	7 Writing/grammatical skills, communication skills, computer/software skills	7 N/A	7 Detail oriented, thorough, accurate, patient, resilient, problem solver, conscientious, creative, flexible, adaptable	7 Have I thoroughly and accurately proofed/edited as necessary? Have I communicated all the necessary information in an effective manner? Does it look good? Have I had another person proof the material?	7 Past experience, level of computer/software skills, timeline, thorough analysis of material, input from other proofers	7 Poor company image, missing/incorrect information, grammatical/spelling errors, campaign objectives unmet
8 Print correct number of marketing collateral or send to professional printer for production	8 Printed correct number of marketing collateral pieces or ordered from professional printer	8 Printer, computer, paper, envelopes, customer database information (e.g., addresses, names, email)	8 Knowledge of target audience/topic, computer/software/printer skills, knowledge of local printing professionals	8 N/A	8 Computer literate, organized, timely, good communicator, personable, accurate	8 How many copies do I need of each piece do I need? Do I have the proper equipment? Has a final copy been approved by the appropriate person? What is the timeline for the final product/distribution?	8 Past experience, research, computer/software skills, timeline, feedback from supervisor	8 Wrong number of copies produced, waste of time/money, poor company image, missing/incorrect information, grammatical/spelling errors, campaign objectives unmet
Analyst: Susan Pavilkey			Specific Relevant References:					
Expert Workers:								
Jaime Moore								