
Position: Market Researcher – First Nations Team

Department: Saint Mary's University Business Development Centre

Maternity Leave Replacement

Effective July 26, 2010

- Job Description -

Reporting Structure: Report to Senior Consultant

Job Summary:

You will be responsible for market research and analysis in the First Nations Team in support of various projects such as economic development, strategy, market development, marketing strategy and research. Your goal will be to manage or provide primary and secondary research support on a variety of projects, including qualitative, quantitative research design and analysis and literature reviews. Your findings and recommendations will be used in projects completed by you or by other team member's projects.

Duties & Responsibilities:

- Utilize primary and secondary research and analysis to provide supported and objective recommendations to clients.
- Identify market leaders in each segment (Competition for example)
- Illustrate market needs in each segment and determine how existing, or proposed, products/services meet these needs
- Perform competitive analysis of the marketplace by segment (substitute technologies, direct competitors, potential partners/licensees or acquirers)
- Prioritize market segments by attractiveness for our technology based on results of the above research
- Suggest strategies for segment penetration (including necessary collateral, sales/marketing methodologies, brand positioning)
- Writing [Develop] surveys, questionnaires and interviews.
- Conduct qualitative or quantitative surveys, which may involve field, interview or focus group assessment.
- Assist in the preparation of proposals and research design.
- Using statistical software to manage and organize information;
- liaising with colleagues to discuss the progress of research projects;
- Analyzing and interpreting data to identify patterns and solutions, including surveys and focus group transcripts;
- Using written and oral reports, graphs, charts and diagrams to present findings to clients

Goals: To develop and implement efficient and effective research processes to provide a high quality output to clients.

Qualifications

- Experience working with and /or managing market research projects
- Understanding of basic research methodologies and results interpretation
- Experience in statistical analysis using various methods
- Experience in using SPSS and other data tools
- Self-starter, ability to work with minimal direction
- Excellent oral and written communication skills
- Attention to detail
- A creative and flexible mind
- Ability of identify areas of improvement and outline relevant and realistic recommendations based on information gathered
- MBA or MA Graduates
- Experience an asset however, not a requirement

Working Conditions

- Majority of time spent working at a desk in an office
- Some overtime may be required
- Can be a stressful environment at peak times

Competition Opens: June 5, 2010

Saint Mary's University is committed to the principles of Employment Equity. Saint Mary's University thanks all applicants for applying. Only those selected for an interview will be contacted.

Please direct resumes to:

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