Senior Analyst (Market Research, Social Research)

Edmonton Alberta or Waterloo Ontario

https://www.advanis.net/careers

As a management consulting firm, **Advanis'** expertise and innovations have a profound impact on business. Our research helps clients design successful new products efficiently; set the right prices; test entirely new product or service ideas; increase their customers' satisfaction; target their most lucrative customers; and much more. We consult to some of the biggest and best corporations in the world. Our work helps clients stay competitive in today's rapidly evolving markets.

Our projects typically focus on complex strategic marketing issues such as market segmentation and sizing, product positioning, pricing, product design and new product introduction, customer loyalty, and brand value. If you think this type of research is of interest to you, and would enjoy using research results to identify revenue enhancing strategies for our clients, consider a career move to Advanis as a Senior Analyst.

We are seeking candidates with a university degree and a minimum of two years professional work experience in market research or economics. Candidates with experience with analysis-based product management or marketing will also be considered. Experience coordinating work, creating reports, and delivering results under tight timelines are a definite asset. We seek a combination of conceptual skills and attention to detail.

On client-sponsored projects, Senior Analysts work closely with other project team members and can expect the following day-to-day activities:

Research Stream:
- Developing surveys to meet research objectives under direction of a lead consultant;
- Planning and conducting data analysis and tabulation of results;
- Working closely with the project team to manage report and presentation development;
- Assisting lead authors in developing content of client briefs, presentations, and reports; and
- Responding to client requests.

Operations Stream:
- Deploying online, telephone, or voice recognition surveys;
- Managing and communicating with outside contractors and other team members to complete data collection;
- Monitoring and actively managing the profitability of projects;
- Developing and implementing the data collection (quotas and targets) plan, analyzing metrics (e.g., response rates), and modifying the plan as needed; and
- Responding to client requests.

There is opportunity for advancement within the company, including movement(s) across streams as career goals evolve.

To help you succeed in your new role, you will participate in a hands-on "mock-project" training program. You will work closely with a peer buddy in your first year, and will have a senior career mentor.

We offer a competitive remuneration package including salary, dental, and extended health care coverage. Our work environment is fast-paced and learning-oriented. The salary for this position will be set commensurate with experience and demonstrated skill level.

If we have described your ideal job, we invite you to submit your resume, transcript, and a cover letter describing why you are well suited to become the newest member of **the Advanis team**. To do so, select the **"Apply Online"** link for this position. Note that our online application includes a short (15-20 minute) case study.

We sincerely thank all applicants for their interest; however, only some candidates will be contacted for an interview and a case study evaluation.

Competition Number: WS_Senior_Analyst_19   Closing Date: Open until suitable candidates are found