

Market and Social Research: *Analyst*

Edmonton, Alberta; Waterloo, Ontario; Montréal, Québec; In-office or Hybrid
advanis.net/careers



As a research-based consulting firm, Advanis' expertise and innovations have a profound impact on business and public sector affairs. For our private sector clients, our research helps design successful new products; set the right prices; test entirely new products or service ideas; maximize their brand value and positioning; increase their customers' satisfaction; target their most profitable customers; and much more. Our research helps our public sector clients evaluate programs, develop policies, understand social decision-making, and design and optimize the delivery of government services to Canadians. We consult with some of the leading corporations in the world and with all levels of government in Canada.

The Role

On client-sponsored projects, Analysts work closely with other project team members and will have day-to-day activities that initially involve:

- Assisting in survey writing
- Assisting in the coding and preparation of online and telephone surveys
- Assisting with data collection and survey administration under the direction of the Project Manager
- Manipulating and coding data using statistical software
- Designing and developing reports and presentations under the direction of experienced staff, translating complex datasets into clear, compelling visual stories
- Developing and maintaining online reporting environments
- Conducting secondary research
- Responding to client requests

Experience and Education

University degree in one of:

- Business/commerce/marketing
- Psychology, sociology
- Political science
- Mathematics/statistics
- Economics

Specific Skills

To be successful in this role, you will have the following skills:

- Excellent business analysis capabilities combined with effective communication skills and attention to detail to present findings clearly
- Strong proficiency in data visualization (e.g., Tableau, Visual BI, SQL, Power BI, and Excel) to support business decision making
- Prior experience in data analysis; from class projects, extracurriculars, and/or employment
- Understanding of market research methodologies

The following skills are considered strong assets:

- Business intelligence expertise, including conducting detailed analysis and providing actionable insights
- Designing and developing reports that translate complex datasets into clear, compelling visual stories
- Proactively identifying business issues and opportunities by analyzing market trends, consumer behavior, competitive dynamics, and internal performance data
- Strong understanding of business intelligence and reporting best practices

Training

We will provide you with detailed and structured training to acquaint you with our tools and processes, including hands-on training with our proprietary survey, statistical, and reporting software. You will be assigned a senior career mentor with whom you will meet regularly to ensure you reach your personal goals, and a "training buddy" who will guide you through your training and serve as your first point of contact should you have any questions.

Compensation

The salary range for this position is \$52,000 to \$63,000. At Advanis, we value the fresh perspective that new talent brings to our firm. Starting pay within this range is based on a combination of your academic background, relevant experience, and demonstrated technical aptitude. We offer regular performance reviews to ensure your compensation grows alongside your professional skill set.

The package includes a comprehensive health benefits plan (Advanis-paid premiums, not co-pay) and annual performance-driven bonuses.

You also have an “employee choice” work environment: you choose whether to work from home, in one of our offices (Edmonton, Waterloo, Montreal), or hybrid. Though not a requirement, preference will be given to candidates who are available to attend the office periodically upon request.

How To Apply

Advanis has an immediate vacancy for this role. No artificial intelligence is used to screen, assess, or select applicants.

Our work environment is dynamic and learning-oriented, and we hope we have described your ideal job. If so, please select the **Apply Online** link for this position on our website or click here: surveys.advanis.ca/mrapplication.

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

Statement on Employment Equity and Diversity

We are committed to fostering, cultivating, and preserving a culture of diversity, equity, and inclusion. Our human capital is the most valuable asset we have. The collective sum of the individual differences, life experiences, knowledge, inventiveness, innovation, self-expression, unique capabilities, and talent that our employees invest in their work represents a significant part of not only our culture but also our reputation and the company’s achievements. We embrace and encourage our employees’ differences in age, color, disability, ethnicity, family or marital status, gender identity or expression, language, national origin, physical and mental ability, political affiliation, race, religion, sexual orientation, socio-economic status, and other characteristics that make our employees unique.

Advanis is an equal-opportunity employer and welcomes applications from people with disabilities. Accommodations are available upon request for candidates taking part in all aspects of the selection process. If you have questions or requests for accommodations, please email hr@advanis.net.

Closing Date: Open until suitable candidates are found