Market and Social Research*: Senior 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, Senior Analysts work closely with other project team members and can expect the following day-to-day activities:

Research Stream:

- Survey review and programming to meet research objectives under the direction of a lead consultant
- Conducting quality assurance in projects
- Planning and conducting data analysis and tabulation of results
- Working closely with the project team to create and manage reports and presentations
- Assisting lead authors in developing the content of client briefs, presentations, and reports
- Translating results into insights and writing bullet points for the reports
- Mentoring new analysts and sharing your experience to support their development
- Strategizing business development efforts and identifying growth opportunities
- 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
- Mentoring new analysts and sharing your experience to support their development.
- Strategizing business development efforts and identifying growth opportunities
- Responding to client requests

Experience and Education

- Minimum 2 years of hands-on experience in designing, managing, and delivering quantitative market research
- Experience creating reports and delivering results under tight timelines is a definite asset. We seek a combination of conceptual skills and attention to detail

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:

- Experience conducting social and market research for:
    - The Federal, provincial, and/or municipal governments in Canada
    - Companies in some of the following industries: technology/SaaS, healthcare, financial services, telecommunications, transportation

- Experience with data analytics and a good understanding of basic statistical techniques and weighting
- Proficient user of Excel
- Competent user of statistical software such as SPSS/R/SAS
- Strong proficiency in data visualization (e.g., Tableau, Visual BI, SQL, and Power BI) to support business decision making

The following skills are considered strong assets:

- Excellent business analysis capabilities, paired with effective communication and attention to detail, with the ability to turn detailed analysis into actionable insights and present findings clearly and accurately
- 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

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 $62,000 to $71,000. 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 skillset.

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 and cultivating a culture of diversity, equity, and inclusion. Our human capital is our most valuable asset. The collective sum of the individual differences, life experiences, knowledge, inventiveness, innovation, self-expression, talent, and unique capabilities that our employees invest in their work represents a significant part of our culture, reputation, and 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.