Consultant (Market Research, Social Research)

Hybrid (Edmonton, Alberta); Waterloo, Ontario; Montréal, Québec) & Remote

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 product 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 to some of the leading corporations in the world and to all levels of government in Canada.

If you are an experienced market and social research consultant who is looking to further their career, consider becoming one of the next generation of leaders at Advanis.

The Role

- Leading client-sponsored projects, including:
    - Overall responsibility for successful project execution and deliverables
    - Primary client contact
    - Leading design of questionnaire, sample plan, and weighting approach
    - Advising the team on how best to resolve any resource constraints as well as any data collection challenges that may arise and ensuring that quotas are properly managed
    - Overseeing and advising the analysts' work (data validation, cleaning, and weighting)
    - Authoring and managing the development of reports
    - Presenting results
- Writing proposals (designing the methodology/approach, generating budgets and timelines)
- Training and mentoring staff
- Helping to improve internal services and process

Experience and Education

- Minimum of 7 years of hands-on experience in designing, managing, and delivering *quantitative* market research or research-based consulting engagements (either supplier- or client-side).
- University degree in one of:
    - economics
    - business/commerce
    - psychology, sociology
    - political science
    - mathematics/statistics

Specific Skills

To be successful in this role, you will have the following skills.
- Experience managing clients/key accounts and leading research teams
- Experience conducting social and market research for:
    - The Federal, provincial, and/or municipal governments in Canada; and/or
    - Companies in some of the following industries: technology/SaaS, healthcare, financial services, telecommunications, transportation
- Proficient in research and survey design, data collection management, report writing, and presenting results
- Experience with data analytics and proficient with basic statistical techniques and weighting

- Proficient user of Excel
- Competent user of statistical software such as SPSS/R/SAS
- Experience writing project proposals to generate new business
- Of benefit but not required:
  - Qualitative research experience
  - French-speaking
  - Have prospected and developed new clients

Training

We will provide you with initial formal training to acquaint you with our processes and proprietary tools. At Advanis, all consultants and analysts work "hands-on" in the survey, statistical, and reporting software. You will be assigned a senior career mentor with whom you will meet monthly to ensure you are able to meet your personal goals, and initially, you will have a "training buddy" of whom you can ask every little question to get you up to speed as quickly as possible.

Compensation

We offer a competitive remuneration package with salaries commensurate with experience and demonstrated skill level. The package includes a comprehensive health benefits plan (Advanis-paid premiums, not co-pay) and annual performance-driven bonuses. Additionally, high performers are given the opportunity to purchase shares in the company. 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. We do have employees who work from home in cities other than the three office locations.

How To Apply

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. Note that our online application includes a 3-question case study.

We sincerely thank all applicants for their interest; however, only successful 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 our reputation and company's achievement as well.

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.