

**BC2019 -01**

**JOB TITLE:** Marketing Research Assistant  
**DEPARTMENT:** Research and Innovation  
**START DATE:** October 2019 – March 31, 2019  
**RATE:** \$14.21 per hour

**JOB DESCRIPTION:**

The Marketing Research Assistant will work on a number of applied research projects assisting small and medium sized businesses to solve real-world problems relating to operations management, sales, and marketing. The successful candidate will work individually and as part of a team to complete project deliverables. The Marketing Research Assistant will meet regularly with Research Lead(s), Research Project Manager(s), and Industry Partner(s).

**DUTIES AND RESPONSIBILITIES INCLUDE (BUT ARE NOT LIMITED TO):**

- Development of marketing strategies, including advertising campaigns, content marketing, product positioning and other projects
- Meets regularly and works directly with Research Project Manager, Research Lead(s) and Industry Partner(s)
- Works independently and as part of a team to meet project deliverables
- Prepares and disseminates findings in the form of reports, presentations, meetings and events
- Follows tasks outlined in the work plan

**KEY COMPETENCIES:**

- Researching and analyzing data to develop promotional strategies
- Exceptional report writing skills
- High level of organization and time management skills and ability to co-ordinate multiple tasks
- Experience with Microsoft Office applications (Excel, PowerPoint, Word)
- Detail oriented with respect to quality and accuracy
- Strong communication skills, both oral and written
- Capable of working independently, while being a collaborative member of the team
- Strong interpersonal skills
- Takes initiative to complete tasks and asks questions when required
- Demonstrates creativity in developing new ideas
- Uncompromised commitment to confidentiality
- Experience with qualitative and/or quantitative research an asset

**WORKING CONDITIONS:**

- Up to 15 hours per week between 8:30am – 4:30pm.
- Evening and weekend work may be required.

Please email your resume, cover letter and class schedule to Niagara College Research & Innovation, [researchjobs@niagaracollege.ca](mailto:researchjobs@niagaracollege.ca) by Friday, October 4, 2019 at 12:00pm and reference BC2019-01 in the subject line.

We thank all applicants; however, only those qualifying for an interview will be contacted.