

**JOB POSTING: BC2022-01**

**JOB TITLE:** Marketing Research Associate  
**DEPARTMENT:** Business & Commercialization Solutions, Research & Innovation  
**DATE:** May 2022 – May 2023  
**RATE:** \$22.34 per hour

**JOB DESCRIPTION:**

The Marketing Research Associate 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 Associate will meet regularly with Research Lead(s), Research Project Manager(s), and Industry Partner(s).

**PROJECTS MAY INCLUDE:**

- Market Research
- Marketing Plans
- Target Market Identification
- Competitive Analysis
- Promotions Plans
- Distribution Strategies

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

- Meets regularly and works directly with Research Project Manager, Research Lead(s) and Industry Partner(s)
- Serves as a mentor and provides coaching to Research Assistants
- Collects, organizes and maintains organized reports of tasks completed
- Works independently and as part of a team to meet project deliverables
- Prepares and disseminates findings in the form of reports, presentations, research posters, meetings and events
- Assists in development of a work plan for each project based on overall goals set out by the Research Project Manager, Research Lead and Industry Partner
- Follows tasks outlined in the work plan
- Works independently and unsupervised
- Attends planning or project-specific meetings as required

**EMPLOYMENT REQUIREMENTS:**

- Graduate from Sales and Marketing or a any related business program
- 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:**

- 35 hours per week between 8:30am – 4:30pm.
- Some evenings and weekend work may be required.
- This is a one-year, non-recurring contract.

Please email your resume, cover letter, transcript and class schedule (if applicable)

[researchjobs@niagaracollege.ca](mailto:researchjobs@niagaracollege.ca) by Friday, May 6, 2022 at 12:00pm. We thank all applicants; however, only those qualifying for an interview will be contacted.