

# Market Research Analyst

## Job Overview:

LatAm Startups is a technology accelerator located in downtown Toronto working with international startups to expand into the Canadian market. The Market Research Analyst will be analyzing various industries, goods and services in the North American market specifically to help startups integrated into the program to get knowledge about competitors and important aspects in the market that can help to analyze their best chances and risks expanding their business in North America having Canada as a point of entry.

## Primary responsibilities:

- Consult clients about objectives and requirements of projects;
- Formulate a plan and present it to senior management or a client;
- Collecting data on consumers, competitors and market place and consolidating information into actionable items, reports and presentations;
- Understanding business objectives and designing surveys to discover prospective customers' preferences;
- Compiling and analyzing statistical data using modern and traditional methods to collect it;
- Perform valid and reliable market research SWOT analysis;
- Interpret data, formulate reports and make recommendations;
- Use online market research and catalogue findings to databases;
- Provide competitive analysis on various companies' market offerings, identify market trends, pricing/ business models, sales and methods of operation;
- Evaluate program methodology and key data to ensure that data on the releases are accurate and the angle of the release is correct;
- Remain fully informed on market trends, other parties researches and implement best practices;
- Conduct focus groups and deliver results of this activity to clients.

## Qualifications:

The ideal candidate will possess the following:

- University/college education in marketing, business, communication or equivalent practical experience.
- Excellent knowledge of statistical packages.
- Strong communication and presentation skills.
- Legally able to work in Canada.
- Critical thinking/problem solving skills with demonstrated good judgement
- Strong attention to detail and a strong analytical mind.
- Able to work in a fast-paced and dynamic organization, with a focus on flexibility to keep up with changes.

**Job Type:** Full-time (30 hours a week, competitive salary and performance bonus)

## Benefits:

- 2-3 days a week working at home
- Casual dress
- Co-working office space
- Office close to Union Station

## Please notice we require the following to evaluate your application:

Resume with at least two references.

Please send your resume, questions or comments to [contact@latamstartups.org](mailto:contact@latamstartups.org)

LatAm Startups is an equal opportunity employer. We celebrate diversity and strive to provide opportunities for youth, minority groups and newcomers to Canada.