

Market Researcher Analyst

Overview:

LatAm Startups is a technology non-for-profit accelerator located in downtown Toronto working with international startups to expand into the Canadian market. We owe our success to the efficiency of our organizational processes. We are looking for a methodical Market Researcher Analyst to consult with clients about objectives and project requirements, and to formulate a plan and present it to senior management or the client. The Market Researcher will survey client preferences and statistical data in order to support the client during their decision-making process regarding product validation, prices and promotions. The successful market researcher will be able to analyze autonomously qualitative data, trends, strategies and competition aiming at increasing competitiveness.

Primary responsibilities:

- Collect data on consumers, competitors and market place and consolidate information into actionable items, reports and presentations
- Understand business objectives and design surveys to discover prospective customers' preferences
- Compile and analyze 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:

- 1 Year or less of experience as Market Researcher Analyst
- Ability to interpret large amounts of data and to multi-task
- Strong communication and presentation skills (Spanish or Portuguese preferred as second language)
- Knowledge of databases and MS Office
- Search engines, web analytics and business research tools acumen
- Familiarity with CRM programs
- Adequate knowledge of data collection methods (polls, focus groups, surveys etc)
- Working knowledge of data warehousing, modelling and mining
- Strong analytical and critical thinking
- BS degree in Statistics, Marketing or related field

Job Type: Full-time (30 hours a week) \$18/hour

Benefits:

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

Please note we require the following to evaluate your application:

Resume with at least two references.

Please send your resume, questions or comments to carla@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.