

Position Profile

Market Research Specialist

Calgary or Edmonton, Alberta

The Opportunity

As a member of the Invest Alberta Corporation (IAC) team, reporting to the Manager, Market Intelligence, you'll collaborate with team members nationally and internationally to source, analyze, and interpret data that aids in the identification of business development opportunities for Invest Alberta activities. You are seen as a key resource to gather and articulate recommendations for continuous improvement to Invest Alberta's operations. You will actively engage with various internal and external stakeholders including Government of Alberta departments and agencies and various regional development groups to continue to build a compelling story that supports our collective vision and mission. As a company ambassador, you will need to always have the highest level of professionalism and discretion.

The ideal candidate is organized, can handle many diverse opportunities at once, and is unfazed by the need to meet changing and tight deadlines. You can juggle working with multiple teams with diverse needs and priorities. You possess exceptional attention to detail, strong interpersonal communication skills - both written and oral, and seek to develop high quality content that effectively tells the story of your findings. You will have some qualitative and quantitative research expertise from a combination of education and work experience.

Primary duties will include:

- Conducting qualitative and quantitative research and data analysis to provide strategic insight on business development, Environmental, Social and Governance (ESG), incentives, and investment opportunities.
- Conveying research and data analysis findings in a concise manner to internal and external audiences including with executive leadership.
- Gathering and sharing market intelligence and developing an in-depth understanding of Alberta's economy and the global foreign direct investment landscape.
- Identify the competitive advantage of urban and rural areas in Alberta to encourage appropriate industrial and commercial investments and development.
- Independently managing and coordinating all aspects of the qualitative research process, including research design, analysis and interpretation of results, and delivery of presentations.
- Prepare briefings, reports, research papers, educational texts, and/or articles for various internal and external stakeholders.
- Other duties as assigned.

Team Coordination duties will include:

- Acting as a resource to the entire Invest Alberta team.
 - Developing, maintaining, and strengthening professional working relationships across the organization and its partner network, including participation in partner events.
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- Working collaboratively with others, forging connections.
 - Discreetly handling confidential information and data – adhering to privacy and confidentiality at all times.
 - Actively supporting the team; working to prevent and solve problems which may arise from working relationships among individuals and/or teams.
 - Staying current by continuously updating job and industry knowledge – exhibiting a keen desire to self-develop and improve.
 - Leveraging technology to improve organization, communication, and efficiency.
 - Understanding the Company's business model, how to create value and how change impacts all areas of the organization; being a positive change agent.
 - Actively building and maintaining an inviting company culture.

Qualifications

- Bachelor's degree with a concentration in Business, Economics, or a related discipline.
- Ideally, a minimum of 3 years' related experience in data, research, and/or economic analysis.
- Experience conducting both qualitative and quantitative research, including a demonstrated ability to execute across the life cycle of a qualitative research project for all manner of clientele. Familiar with economic concepts and terminology (e.g. GDP).
- Excellent problem solving, critical thinking and analytical skills.
- Advanced proficiency with MS Office Suite and SharePoint. Strong data analysis skills.
- Ability to manage multiple projects and diplomatically respond to conflicting priorities, requests, and timelines. Able to work independently and accountable for your own time.
- Strong written and oral communication skills, comfortable with executive leadership.
- Proven research skills with an ability to identify and communicate key findings to a non-technical audience. Comfortable with a wide scope of research, from firm level data to national accounts across the world.
- A high degree of self-motivation, constantly developing new ideas and keeping up with industry developments.
- A strong vision and desire for personal growth.
- Experience with statistical programming languages such as R or Python would be an asset, though training will be provided.

About the Organization

Invest Alberta Corporation (IAC) works directly with investors to attract high-value and high-impact investments to the province. We bring industry, government partners, and economic organizations together to offer seamless services that make it easy for investment to flow into the province. With a strong entrepreneurial culture, we are taking new and innovative approaches to investment attraction.

Our clients come from a wide variety of backgrounds, and so do we. Invest Alberta Corporation is proud to be an equal opportunity workplace. In recruiting for our team, we welcome the unique contributions that you can bring in terms of your education, culture, gender, race, sexual orientation, religious or ethnic backgrounds or physical abilities.

How to Apply

Interested in being a part of a new, dynamic organization that was designed to have a positive impact on Alberta's future? If you are looking for an exciting and unique opportunity, to make a difference, and make connections while earning a competitive salary with comprehensive benefits, apply by email, including a cover letter, resume, and salary expectations to: hr@investalberta.ca

Closing Date: Open until a suitable candidate is found.

Thank you for your interest in IAC.

Only those candidates selected for interviews will be contacted. No phone calls please.

To learn more about IAC & this position please visit: investalberta.ca
