

Careers in the Supply Chain

MARKETING ANALYST

National Occupational Classification Code – 4163

Alternative Titles:

- Business development office
- Economic development office
- Market researcher, marketing consultant
- Regional development analyst



Industry Description

Marketing Analysts conduct research, formulate policies and manage programs to stimulate industrial and commercial business investment.

General Job Description

Marketing Analysts develop policies and administer programs to promote industrial and commercial business investment.

Job Functions

Marketing Analysts perform some or all of the following duties:

- Conduct social or economic surveys on local, regional or national areas to assess development potential and future trends.
- Plan development projects with representatives of a wide variety of industrial and commercial enterprises, business associations and government agencies.
- Assess business opportunities and develop strategies to attract venture capital.
- Respond to enquiries from members of the business community and general public concerning development opportunities.
- Review commercial or industrial development proposals and provide advice on procedures and requirements for government approval.
- Conduct surveys and analyze data on the buying habits and preferences of wholesale or retail consumers.
- Conduct comparative research on marketing strategies for industrial and commercial products.

Physical Demands Analysis

- Marketing Analysts work primarily in offices. They may have to work long hours to meet project deadlines, or adjust their schedules to meet with business needs.

Position Expectations

| Essential Skills | |
|---------------------|---|
| Reading Text | 3 |
| Document Use | 3 |
| Computation | 2 |
| Writing | 2 |
| Oral Communication | 2 |
| Thinking Skills | 2 |
| Working with Others | 3 |
| Computers | 2 |
| Continuous Learning | 2 |

Scale: 0 = n/a, 1 = minimal, 2 = moderate, 3 = high

Salary Range

Visit Working in Canada, at <http://workingincanada.gc.ca/welcome.do?lang=en>, to get current information about this position, including salary information.

Pre-employment Skills

- A bachelor's degree in economics, commerce, business administration or public administration is required.
- Certification as a certified economic developer (Ec.D.) may be required.

Find information about supply chain-related educational offerings across Canada in the CSCSC's education compendium, at <http://www.supplychaincanada.org/en/education-information>.

Career Levels/Years of Experience

| Career Levels | Position | Average Experience | |
|---------------|------------------------|--------------------|-----------|
| | | From | To |
| 7 | Vice President | 7 years | 10 years+ |
| 6 | Director | 5 years + | 6 years |
| 5 | Manager | 4 years + | 5 years+ |
| 4 | Manager Trainee | 3 years + | 4 years |
| 3 | Coordinator/Supervisor | 2 years+ | 3 years |
| 2 | Supervisor Trainee | 2 years | 3 years |
| 1 | Analyst | 1 year | 2 years |

References

- NOC (National Occupational Classification Codes), Government of Canada – <http://www5.hrsdc.gc.ca/NOC/English/NOC/2011/Welcome.aspx>
- Essential Skills – <http://www.hrsdc.gc.ca/eng/workplaceskills/LES/index.shtml>