



BUSINESS CONSULTANT

junior business analyst, junior business consultant, business consultant, senior analyst, senior business consultant, business analyst

Business development officers and marketing researchers and consultants conduct research, formulate policies and manage programs to stimulate industrial and commercial business investment or tourism in urban and rural areas, or to promote commercial or industrial products and services. They are employed by government departments, international organizations, marketing firms and business associations or may be self-employed.

KEY RESPONSIBILITIES



Business development officers and marketing researchers and consultants perform some or all of the following duties:

- Develop policies and administer programs to promote industrial and commercial business investment in urban and rural areas
- Design market research questionnaires
- Conduct social or economic surveys on local, regional or national areas to assess development potential and future trends
- Plan development projects and co-ordinate activities with representatives of a wide variety of industrial and commercial enterprises, community and 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 and evaluate 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
- Evaluate customer service and store environments
- Conduct comparative research on marketing strategies for industrial and commercial products
- Develop social and economic profiles of urban and rural areas to encourage industrial and commercial investment and development.
- Prepare reports, research papers, educational texts or articles
- Plan and develop E-commerce strategies
- Provide consultation on planning and starting of new businesses.

EDUCATION AND TRAINING



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. Certification as a Certified Marketing Research Professional (CMRP) may be required.

Here is a complete list of Canadian Universities and Colleges:
thegreenestworkforce.ca/education

Notice

The requirements listed are generally required qualifications for this Career Type. The qualifications may vary based on the employer and/or the geographic location of that job.

THIS JOB IS RIGHT FOR YOU IF:



- You want to live an oversized life in one of Canada's beautiful forest communities
- A sense of community is important to you
- You like variety and learning new things
- You want to make a difference working in a green job
- You like working with computers
- You are methodical
- You have an eye for detail and process
- You like numbers

DARE TO COMPARE

See how much time and money you would save by moving to a forest community.

thegreenestworkforce.ca/compare

If you want good pay, opportunities to learn on the job, a great lifestyle and the chance to work in Canada's Greenest Workforce, then the forest products industry is right for you.