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## Marketing Consultant - Market Research

**Posted by:** Waymaker Creative Services Inc

**Posting date:** 07-Nov-2024      **Closing date:** 06-May-2025

**Education:** Bachelor's degree

**Language:** English

**Job location:** Fort McMurray

**Salary:** \$31.00 to 41.00 hourly (To be negotiated) Per Hour

**Years of Experience:** 3 years

**Vacancy:** 2

**Job Type:** Full Time

**Job id:** ABOJ2120541

## Job description:

### Responsibilities

#### Tasks

- Develop all kinds of events for publicity, fundraising, and information purposes
- Evaluate communication strategies and programs
- Prepare written material such as reports, briefs, website content
- Provide consultation on planning and starting new businesses.
- Develop venture capital sources
- Respond to inquiries from members of the business community concerning development opportunities
- Act as spokesperson for an organization
- Answer written and oral inquiries

Co-ordinate special publicity events and promotions  
Initiate and maintain contact with the media  
Prepare sports, literary, performance, or other contracts  
Design market research questionnaires  
Develop a portfolio of marketing materials  
Evaluate customer service and store environments  
Design, conduct, and analyze quantitative and qualitative research projects  
Develop feasibility studies  
Conduct online marketing, E-commerce, and Website promotions  
Develop marketing strategies  
Ensure appropriate business/commercial licenses are in place  
Deliver presentations at conferences, workshops, or symposia  
Develop and implement business plans  
Maintain and manage digital database  
Consult with clients after the sale to provide ongoing support

### **Who can apply for this job?**

**Only apply to this job if:**

- You are a Canadian citizen, a permanent or a temporary resident of Canada.
- You have a valid Canadian work permit.

If you are not authorized to work in Canada, **do not apply**. The employer **will not respond to your application**.

**To apply for this job vacancy, please send your resume along with a cover letter and a reference letter from your previous employer to the following email: [waymakercreatives@gmail.com](mailto:waymakercreatives@gmail.com)**