

## Business Development Officers and Marketing Researchers and Consultants

### Description

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.

### Duties:

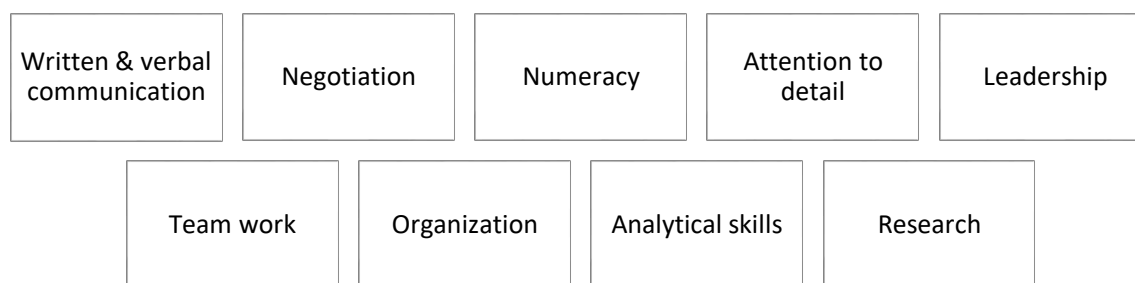
- Develop policies and administer programs to promote industrial and commercial business investment in urban and rural areas
- Design market research questionnaires
- Conduct social or economic surveys on local, regional or national areas to assess development potential and future trends
- Plan development projects and co-ordinate activities 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 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 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.

### Other titles:

- market researcher
- regional development analyst
- marketing analyst
- community economic development consultant
- marketing consultant – market research
- business development officer
- economic development officer
- industrial development officer
- tourism industry consultant
- tourism development officer
- economic research officer
- economic forecaster

(Government of Canada National Occupation Classification)

## Skills



## Education/Training Requirements

Ontario Secondary School Diploma (OSSD)

- Most university programs in Ontario require an OSSD or Mature Student Status

Post-secondary diploma/degree

- A bachelor's degree in economics, commerce, business administration or public administration is required

Certification

- Certification as a certified economic developer (Ec.D.) may be required
- Certification as a Certified Marketing Research Professional (CMRP) may be required

## Potential Earnings in Durham Region

The average and median wages and salaries for individuals employed as business development officers and marketing researchers and consultants are as follows. Place of Residence (POR) is defined as individuals who reside within the Durham Region. Place of Work (POW) is defined as individuals who are employed within the Durham Region.

Median Wages and Salaries (POR)	Average Wages and Salaries (POR)	Median Wages and Salaries (POW)	Average Wages and Salaries (POW)
\$62,242	\$68,922	\$62,907	\$77,599

## Employment Prospects

Industry (NAICS)	Jobs in Durham Region (POW)	Durham Region Residents Employed (POR)
5416 Management, scientific and technical consulting services	40	70

(Ministry of Advanced Education and Skills Development 2016 data in Durham Workforce Authority's 2017 Sector Report)

## Additional Resources

- Economic Developers Association of Canada: <https://edac.ca/ec-d/>
- Marketing Research and Intelligence Association (MRIA): <https://mria-arim.ca/>