

## YOUR MARKET RESEARCH influences CORPORATE success.

### MARKET ANALYST, BRIDGEWATER BANK, CALGARY AB

For you, there's no such thing as too much information. The more you have, the more you get to roll up your sleeves and dig into the details. You're passionate about analyzing market intelligence to support product development and management. You don't stop digging until you have the information you need to help others make informed decisions. After all, knowledge is power.

#### What moves you

- You're a problem-solver with a knack for analyzing issues and finding the perfect solution.
- You're creative when it comes to sourcing information and evidence to support findings
- You're relentless in finding sources of information is hard to come by – and we like that about you!
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- You're an excellent communicator (both written and verbal) with the ability to understand the needs of non-technical business owners.
- Your able to easily digest large sets of data for statistical analysis and relevancy.
- You don't need anyone to light a fire under you. You know what needs doing and you get it done.

#### What you'll do

- Report to the Manager, Product, Marketing & Communications.
- Produce and study market information, plus analyze internal and external reporting, to help inform decision making.
- Prepare reports on market, distribution channels, volumes, portfolio profiles, customer experience and competitor results.
- Identify market influence, competitor product lines, value propositions and marketing activities.
- Research available sources of information regarding the Bank's markets, customers, opportunities, competition, performance, potential, developments, products and services.
- Communicate with the sales team, brokers, competitors, vendors, suppliers, industry associations, government agencies and professional organizations to gather relevant information and intelligence.
- Develop product and pricing recommendations that support strategic objectives.
- Provide intelligence and segmentation information to sales and marketing teams to inform business development activities.
- Compile and analyze broker and customer feedback with respect to opinions, buying process and preferences.
- Design and implement surveys to identify brand positioning and value proposition relevance.
- Evaluate assets and core competency against market requirements and the Bank's value proposition.

#### What you've done

- You have a post-secondary education in computer science, business administration, math or statistics, or an equivalent combination of education and related experience.
- You're no newbie – you already have three to five years' experience in market, business or marketing analysis roles.

If this is you, we want to see you. And you want to see us.

Apply today: [careers@bridgewaterbank.ca](mailto:careers@bridgewaterbank.ca)