

**Reports to:** Director of Marketing and Communications  
**Department:** Marketing

### Position Summary

Reporting to the Director of Marketing and Communications, the Marketing Analyst is responsible for research and analysis around our products, customers, markets and operational landscape. This role will advance Serious Labs' work through effective research, interpretation, reporting, modeling, and recommendations.

### Essential Responsibilities

The Marketing Analyst's primary responsibilities include, but are not limited to:

- Create research and analysis strategies and campaigns in alignment with the overall marketing and communications strategy.
- Conduct research on customers, competitors, channel partners, influencers, regulatory conditions, legislation, and more.
- Analyze and interpret research findings and present them in an insightful way to support others throughout the organization.
- Analyze and model business scenarios including profit and loss, pricing elasticity, and more.
- Create calculators and tools to support Serious Labs and our reseller partners.
- Work with data drawn from our customers to help identify and communicate value propositions and support the development of our marketing materials.
- Examine a wide range of organizations to determine potential partnerships, opportunities, and collaborations by reading between the lines with a strategic eye.
- Stay up to date on industry trends and make recommendations for adjustments to strategies and practices.
- Contribute to whitepapers, case studies, and other reports of research findings.
- Other duties as assigned.

### Core Competencies

- Strong research skills and a passion for conducting extensive research and analysis.
- Thorough understanding of market research tools, methods, and best practices.
- Solid understanding of business and financial modeling.
- Superior time management and organizational skills to meet multiple complex deadlines.
- An analytical mind and ability to think critically and strategically.
- Strong interpersonal communication and collaboration skills.
- Ability to work both independently and as part of a team.
- Intermediate to advanced use of MS Excel, especially in creating business models.
- Familiarity with MS Word and PowerPoint.

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- Additional marketing skills such as copywriting, brand journalism, digital analytics, or SEO/SEM knowledge could allow the right candidate to expand their role and engage with other aspects of business development. These skills would be nice to have, but are not essential for success in this role.

#### Qualifications

- A bachelor's degree in Business, Commerce, Marketing, or a similar field.
- An MBA degree would be considered an asset.
- 5-7 years of marketing experience including a strong market research and analysis focus, or an MBA with 2-3 years of practical experience.
- Experience working in an analyst capacity in one or more of the following industries would be an asset: technology, engineering, software, or private equity.

**Location:** While we have a slight preference to hire near our head office in Edmonton, we can be flexible for the right candidate anywhere in Alberta. We are currently working remotely due to COVID-19.

**Next steps:** Does it sound like you'd be a good fit for this position? We'd love to hear from you. Please email your resume and cover letter to [careers@seriouslabs.com](mailto:careers@seriouslabs.com).

Candidates selected for the interview process will be asked to complete a 1-page research assignment prior to the interview.