



Genoa Design International is a marine production design company. Our head office is located in Mount Pearl, Newfoundland and Labrador, Canada. We also have work sites in Vancouver and New Orleans.

In business since 1995, Genoa provides production lofting, detail design and 3D modeling services to shipbuilding and offshore industries around the world, with the majority of clients located in North America.

As an employee-owned company, Genoa's owners work in the business every day. Genoa operates a dynamic work environment with attention to openness, flexibility, health and wellness, career progression and competitive compensation packages.

If you are looking for a career opportunity with a company whose philosophy is to put people first, create lasting relationships, make a difference, never stand still, own it and to live well, we are looking forward to hearing from you.

Applications must be submitted via email to jobs@genoadesign.com. Please include competition number **2019 MR 005** in the subject line. While Genoa appreciates all applicants, only those short-listed for an interview will be contacted.

Marketing Researcher (2019-MR-005)

DUTIES AND RESPONSIBILITIES INCLUDE BUT NOT LIMITED TO:

- Primary responsibility will be to collect, analyze and interpret data; curating marketing insights with information gleaned from data.
- Sourcing and analyzing third party research
- Conduct proactive client and market analysis including market share/ market size estimations, customer lifetime potential and new product/ service entry approach
- Responsible for assimilating and transforming data into meaningful and actionable information, both on demand and at regular intervals
- Responsible for designing, maintaining and improving bid tools to advance both the bid process and the ability to glean additional insight
- Will coordinate the needs of Marketing, Business Development and R&D teams in determining priorities.
- Organize project data and create reporting tools to support business strategy; reporting tools may include gap analyses, trending, market modeling, target growth program reviews, pricing review, economic analysis, forecast projections, customer alignment, and other corporate reporting requirements.
- Proactively seek to understand business needs and provide relevant, data driven solutions
- Developing content for the website and social media channels including white papers and blogs

QUALIFICATIONS:

- Bachelor's Degree in business or closely related field
- Previous experience in a sales or marketing environment and familiarity with marine markets is considered an asset
- Very high level of analytical competency; demonstrated ability to effectively organize and interpret data
- Microsoft Office expertise (Excel and PowerPoint at an advanced level) is required
- Ability to build and maintain strong internal relationships; will work closely with Marketing team, Business Development and R&D
- Engaging communicator with the demonstrated ability to conduct respectful consultation and collaboration with stakeholders
- Excellent interpersonal, communication, presentation and public speaking skills
- Ability to find, synthesize, and translate literature, research material and trends
- Proven written and oral communication skills
- Critical and analytical thinking, including the ability see trends and themes and to question accepted wisdom
- Ability to self-manage and prioritize competing projects from multiple internal stakeholders
- Comfortable with ambiguous and complex situations where solutions may not be immediately apparent
- Familiar with a variety of software and digital tools, with a disposition for learning new skills