

Environics Analytics Seeks Senior Research Associates

Job Description:

Full time career-growth positions for marketing analysis, geodemographic research and consulting firm in Toronto. Environics Analytics seeks analytical social scientists, scientists and/or engineers with backgrounds in geography, economics, sociology, business, psychology, operations research, statistics, or similar academic programs.

The current positions are within the Custom Research team. The Custom Research team is responsible for the development and updating of most of Environics Analytics' core products including DemoStats, LiquidAssets and WealthScapes. The Custom Research team is comprised of a group of multidisciplinary researchers headed by Dr. Tony Lea (Senior Vice President and Chief Methodologist) and Danny Heuman (Vice President of Custom Research).

The roles include, but are not limited to:

- Work in a collaborative team developing demographic and financial estimates and projections at all geographical scales
- Design and build custom predictive analytical models, primarily related to marketing, CRM, donation and shopping behaviour (and similar)
- Summarize and present findings and solutions to stakeholders

Generally, the successful applicants will thrive in a highly quantitative role, developing and refining state-of-the-art geodemographic methods and models in a dynamic environment.

Salary will be commensurate with background, skills and experience.

Qualifications:

- An undergraduate degree is required (preferably in business, engineering or quantitative social science)
- A Master's degree or higher and several years of relevant experience is strongly preferred but not a requirement
- Excellent oral and written communication skills are essential
- 5 or more years of relevant work experience in demographic estimates and projections or similar environment
- Experience with manipulating data in and retrieving data from large relational databases is strongly preferred especially in an analytical setting
- Should be very comfortable working with large datasets (up to millions of rows and dozens of tables) and using linear and non-linear statistics (linear and non-linear regression, Monte Carlo simulation, CHAID, data mining techniques, etc.)
- Experience with ArcGIS (or similar GIS systems) is strongly preferred
- Knowledge of Statistics Canada datasets is an asset
- We prefer someone who excels at and enjoys programming applied applications and models in some industry standard language (Alteryx, C#, MatLab and T-SQL)
- A background using statistical software is a requirement with knowledge of SPSS preferred
- Experience in goal-oriented applied research projects and models building, preferably with a geographical dimension, is desired
- Excellent interpersonal relations and demonstrated ability to work with others effectively in teams
- A strong work ethic, a passion for analytics, and a drive to succeed
- Proven ability to gather data, analyze and make recommendations
- A self-starter with the ability to work independently
- Ability to develop and present new ideas and conceptualize new approaches and solutions
- Proven analytical skills and systematic problem solving

Apply with detailed resumé or CV in confidence to jobs@environicsanalytics.ca

We monitor the web site regularly and will contact those persons of interest; please do not call.