



## JOB OFFER

# SENIOR MARKET & BUSINESS INTELLIGENCE ANALYST

### About us

Founded in 2015, La Piscine is an accelerator for cultural and creative companies (video games, digital, interactive installations, art and design, events, performing arts, communication, etc.). We support about a hundred companies per year through our various programs.

La Piscine also develops and animates a vibrant hub entirely dedicated to creative and cultural companies.

Located in an historic building in the Griffintown district, this hub offers spaces, services and various events to a growing and collaborative community.

When you join the La Piscine team, you will actively participate in the birth of innovative projects.

You will evolve in a unique environment with a small, dynamic team in a rapidly evolving context.

### The job: Senior market analyst or senior market & business intelligence analyst

### Your role

As part of its various programs, La Piscine supports creative entrepreneurs in the deployment and scaling of their business proposal. We want to integrate a market analyst expertise in our pole of skills.

Reporting to the executive direction, the market and business intelligence analyst will have to conduct and analyze market studies in order to provide precise information and relevant insights for strategic and operational decisions for the projects supported by the organization.

This will involve planning, designing and using a variety of exploration techniques and writing reports to assess the viability and relevance of the project's business objectives.

The purpose of these studies may be various: to measure current market activities and future consumer trends, identify new market opportunities, analyze the activities of competitors, etc.

### As a senior market analyst, your tasks will be to :

- Conduct the market research during the project development process;
- Collect all relevant information on the identified markets;
- Present and make comprehensible the results to the various stakeholders;
- Build case studies and presentations on business development opportunities;
- Be on the lookout for market opportunities;
- Monitor news and announcements from major industry players;

### We are looking for a candidate meeting the following requirements :

- University degree in marketing or business management or in a related discipline;
- Minimum 2 years of relevant experience as a business analyst or marketing manager;
- Analytical and research skills - experience in primary and secondary research;
- Ability to synthesize research and quickly screen through details from a wide variety of sources;
- Interested in participating in the development of ideas and recommendations arising from analyses;
- Ability to summarize and adapt communication style to different audiences;
- Creative and pragmatic, with a strong curiosity for news, trends and innovation in creative, cultural and business fields;



- Excellent level of French and English both orally and in writing;
- Advanced skills in Excel and PowerPoint or any other presentation software.

This is a full-time job, 35 hours/week

**To apply,**

To submit your application, please send your C.V and letter of interest by November 20, 2020 to [sonia@lapiscine.co](mailto:sonia@lapiscine.co), Object : Senior market analyst.

Please note that only candidates selected for an interview will be contacted.