



# BUSINESS DEVELOPMENT OFFICERS AND MARKETING RESEARCHERS

NOC 4163: BUSINESS DEVELOPMENT OFFICERS AND MARKETING RESEARCHERS AND CONSULTANTS

Conduct research, formulate policies and manage programs to promote commercial products and services, or to promote regional economic development.



### 3-YEAR OUTLOOK



### 3-YEAR JOB OPENINGS

60

### MEDIAN HOURLY WAGE

\$34.36

\$24.04 LOW \$50.55 HIGH

### TYPICALLY REQUIRED



### EMPLOYED

702

### MEDIAN SALARY

\$50,366

The information presented is based on data for New Brunswick. To learn more about the data provided, visit [www.nbjobs.ca/occupations](http://www.nbjobs.ca/occupations).



### EMPLOYMENT BY INDUSTRY

24.7%	Professional, scientific and technical services
17.1%	Public administration
8.2%	Finance and insurance
50.0%	All Other Industries



### EMPLOYMENT BY AGE

7.6%	15-24
22.1%	25-34
29.7%	35-44
23.5%	45-54
14.5%	55-64
2.8%	65+

### ALSO KNOWN AS

- Business Development Officer
- Community Economic Development Consultant
- Economic Development Officer
- Industrial Development Officer
- Market Researcher
- Marketing Analyst

### MAIN DUTIES:

Business development officers and marketing researchers and consultants perform some or all of the following duties:

- Develop policies and administer programs to promote industrial and commercial business investment in urban and rural areas
- Design market research questionnaires
- Conduct social or economic surveys on local, regional or national areas to assess development potential and future trends
- Plan development projects and co-ordinate activities with representatives of a wide variety of industrial and commercial enterprises, community and business associations and government agencies
- Assess business opportunities and develop strategies to attract venture capital.