



# BUSINESS DEVELOPMENT OFFICERS AND MARKET ANALYSTS

NOC 41402: BUSINESS DEVELOPMENT OFFICERS AND MARKET RESEARCHERS AND ANALYSTS

Conduct research, provide analytical support, identify market trends, formulate policies and manage programs to stimulate business investment or to promote commercial products and services.



### 3-YEAR OUTLOOK



### 3-YEAR JOB OPENINGS

56

### MEDIAN HOURLY WAGE

\$38.46

\$33.65 \$65.77  
LOW HIGH

### TYPICALLY REQUIRED



### EMPLOYED

558

### AVERAGE SALARY

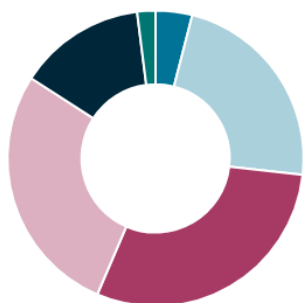
\$75,200

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

<b>33.0%</b>	Public administration
<b>19.4%</b>	Professional, scientific and technical services
<b>7.8%</b>	Finance and insurance
<b>39.8%</b>	All Other Industries



## EMPLOYMENT BY AGE

<b>4.0%</b>	15-24
<b>22.8%</b>	25-34
<b>29.7%</b>	35-44
<b>27.7%</b>	45-54
<b>13.9%</b>	55-64
<b>2.0%</b>	65+

## ALSO KNOWN AS

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

## MAIN DUTIES:

This group performs 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 coordinate 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.



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