

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

Undetermined

3-YEAR JOB OPENINGS

59

MEDIAN HOURLY WAGE

$40.87

$28.85 LOW — $60.10 HIGH

TYPICALLY REQUIRED

University

EMPLOYED

564

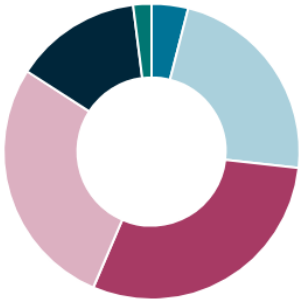
AVERAGE SALARY

$75,200



EMPLOYMENT BY INDUSTRY

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



EMPLOYMENT BY AGE

4.0%	15-24
22.8%	25-34
29.7%	35-44
27.7%	45-54
13.9%	55-64
2.0%	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.

