

POSTING

Market Research Coordinator - Winnipeg

Reporting to the Director of Marketing, the Market Research Coordinator will be responsible for carrying out the Market Research Strategy of APTN for the purpose of understanding and communicating the needs of APTN's targeted audiences. The Market Research Coordinator works closely with other Marketing team members, Senior Management, External Research Suppliers and all other Stakeholders under the direction of the Marketing Director.

Key Responsibilities:

- Coordinates all studies and reporting that are defined within the APTN Market Research Strategy, which includes but is not limited to: Social Media Research, Program Testing and Sales/Marketing research as it relates to Consumer perceptions and behaviours
- Manages a national online viewer panel through ongoing two-way communication and studies that are in line with the overall market research strategy
- Project coordinator for all studies that are commissioned by external research firms
- Utilizes data analysis software to provide ongoing internal reports for APTN performance (on-air and on-line) and consumer data
- Ensures the accuracy and reliability of APTN ratings data is upheld through ongoing communications with BBM Canada
- Communicates findings through results and interpretations to APTN stakeholders
- Continually assesses the internal information needs of the network by meeting with internal clients and stakeholders
- Coordinates supplier contracts for research tools and software
- Continually reviews current in-house tools and makes recommendations for appropriate research approaches and methods to be used in order to meet internal client information needs.
- Keeps abreast of marketing research in general, including new developments in research techniques, standards/ethics and software.

Requirements:

- Education/training experience equivalent to a university degree in communications, the social sciences, business and/or marketing and sales
- A minimum of 5 years combined experience in the areas of Marketing Research, Communications, Public Relations, Advertising, Social/Digital Media Marketing and Project Management
- In-depth knowledge of research methodologies, analysis procedures and standards is essential; broadcasting knowledge is essential
- Experience with Aboriginal organizations would be an asset
- Knowledge of French and/or at least one Aboriginal language would be an asset

Please submit your resume quoting Competition **10/11-27** and where you saw this ad, **by 3 p.m. (CST) September 2, 2011** to:

Human Resources
Aboriginal Peoples Television Network
339 Portage Avenue
Winnipeg, MB R3B 2C3
Fax: 204-943-2368 E-mail: careers@aptn.ca



We thank all applicants for their interest; however, only those selected for an interview will be contacted. As an Aboriginal employer we encourage First Nations, Inuit and Métis applicants to apply