



RESEARCH & INSIGHTS ANALYST

ROLE DESCRIPTION

Toronto Global is a not-for-profit investment attraction agency that supports the expansion of foreign-owned businesses to the Toronto Region. We represent the Cities of Toronto, Mississauga and Brampton, as well as the Regions of Durham, Halton and York, and work closely with the Province of Ontario and the Government of Canada and our municipal partners to offer complimentary and customized services to growing international companies.

We assist companies by sharing customized market research and intelligence that supports their decision-making, and by facilitating local connections to assist with the establishment of operations in the region. Toronto Global actively promotes the competitive advantages of the Toronto Region as an ideal location for corporate expansion.

POSITION SUMMARY

Reporting to the Director, Talent & Business Insights, the Research & Insights Analyst is responsible for the refinement of critical business insights and value proposition material through (1) original research and maintenance of data sets; (2) supporting research projects; and (3) leveraging partnerships with relevant think-tanks, institutes, cluster/industry groups, and funding partners. Further, this position is responsible for translating data and research into communications tools to support other departments in the promotion of the Toronto Region as an ideal location for global investors.

RESPONSIBILITIES

- + Develop insight and understanding into the requirements of international investors looking for business expansion opportunities in Canada and North America.
- + Develop and maintain critical datasets and qualitative materials relevant to business location decisions for the Toronto Region as well as select competing jurisdictions globally.
- + Manage and maintain in-house database(s) and support the development, implementation and ongoing maintenance/improvement of an internal knowledge base/content management system(s) that supports consistency, quality and efficiency in the creation of client-facing materials, in conjunction with the Investment Attraction team.
- + Conduct data analysis and research to build and continually strengthen the Toronto Region's value proposition as a competitive location for foreign direct investment



(FDI) across each of Toronto Global's focus sectors and strategic markets, including niche sectors/opportunities identified in partnership with regional funding partners.

- + Work collaboratively across departments to translate research insights into content for use across a variety of communications vehicles, including business case material, presentations, brochures, blog posts, team meetings/presentations, maps, lead generation campaigns and others as requested.
- + Develop and support strategic partnerships by ensuring data/methodologies, research and sector-specific value propositions are aligned with relevant partner organizations.
- + Ensure consistency in messaging that showcases the Toronto Region as an ideal location for business investment across research, analysis and projects in collaboration with the Marketing & Communications team.
- + Support assigned Research and Insights initiatives identified in the annual business plan; when relevant identify and work with strategic partners to deliver mutually beneficial project outcomes.
- + Work collaboratively within the Research and Insights team to ensure existing data and tools are being leveraged effectively to support client inquiries and to ensure that client-driven custom research is incorporated into general sales and marketing tools as relevant.
- + Maintain a program of third-party relations with the private sector and wider public sector in a collaborative and cooperative fashion. Identify the strengths and weaknesses of various markets and sectors and assist the Investment Attraction team in the application of the various value propositions.
- + Prepare summaries and information articles regarding FDI in the Toronto Region for the website, news monitor and other publications, briefings etc.
- + Lead and role model a culture of teamwork, collaboration, regionalism and client-centricity.
- + Constantly update own knowledge of the Toronto Region and build a good understanding of Toronto Global's value proposition for businesses looking to locate in the region.

REQUIRED SKILLS

- + Undergraduate degree with a business, sociology, economics and/or economic development focus; MBA or related Masters' degree would be an asset
- + 1-2 years of related professional experience an asset
- + Skilled in sourcing, compiling, and interpreting data to deliver data-driven insight and communications
- + Experience working on complex research and data projects from inception to completion



- + Strong understanding of data visualization best practices and ability to translate and visualize data into user-friendly tools and materials
- + Excellent written and verbal communication skills and well-developed interpersonal skills with experience developing strong partnerships with internal and external stakeholders
- + Familiarity with Statistics Canada is required. Familiarity with U.S. Bureau of Labor Statistics and U.S. Census Bureau data, industrial and commercial real estate market data, and other relevant site selection data sources is preferred
- + Possess excellent technical skills with proficiencies in MS Office applications (PowerPoint, Excel, SharePoint, Word etc.)
- + Familiarity with Content Management Systems such as Templafy is an asset
- + Advanced Excel skills such as Pivot Tables, VLOOKUP, Macros, etc. is an asset
- + Knowledge of GIS, statistical packages (SPSS, SAS, etc.) and databases, data modeling is an asset
- + Excellent attention to detail, high integrity and takes pride in professional achievement
- + Self-motivated and thrives in a fast-paced, time-critical environment
- + A strong team mentality and ability to work well with others
- + A strong interest and understanding of the Toronto Region, global economic climate and the FDI industry is an asset
- + A passion for business and the Toronto Region is a must!

Interested candidates should please send their resume and cover letter to lsutherland@torontoglobal.ca.

Toronto Global is committed to Accessibility for Ontarians with Disabilities Act (AODA) and providing accommodation in its recruitment processes to applicants with disabilities, upon request. If you require accommodation at any time during the recruitment process, or have any questions regarding accommodation, please email Human Resources at careers@torontoglobal.ca. All accommodation requests will be kept strictly confidential.

Toronto Global is also committed to diversity and inclusion in the workplace, because we believe it contributes to innovation, a deeper understanding of the community we serve, and better decision-making. At Toronto Global, we are dedicated to fostering an environment focused on equality, inclusion, empowerment and respect. We're committed to ensuring that everyone can show up as their true selves and live up to their full potential.

We sincerely thank all applicants for their interest in this position however only those candidates selected for an interview will be contacted.