

Our client is an industry leader in Canadian agriculture market research. They focus on helping clients make better business decisions based on objective data collected from farms, Ag retails, and other channels related to primary production. As a Market Research Manager, you will be responsible for the implementation of new research projects and the development of client reports and presentations. This includes framing projects, data interpretation, synthesis of analyses, and client communications with agribusiness firms. This is a collaborative role that supports and is supported by Project and Account Managers.

Market Research Manager

Canada (Remote)

Reporting to the Vice President of Client Services, you will:

- Design and coordinate market research studies in an entrepreneurial environment where you have freedom to create, run with ideas and turn them into a reality.
- Analyze research data, interpret results, and design summary reports for clients that focus on providing the most value from their market research investment.
- Collaborate with the Project, Account and Market Research teams to ensure seamless communication internally and externally to clients, partners, and the wider North American Agriculture market.
- Service clients by understanding their needs, preparing proposals, and presenting research results by transforming complex data into clear and useful information that is easy to understand.
- Design new research products and enhance existing methods, processes, and products to continuously improve and deliver clear analysis and valuable insights to clients.
- Interpret the strategic significance of research findings and provide recommendations based on your Agri-marketing knowledge and market insights.
- Work with clients to make the information relevant and actionable for their business.

Your background includes:

- A post-secondary degree or certificate in Agriculture, Agribusiness or Marketing is preferred. An MSc in Agriculture, Ag Economics or Plant Science is an asset.
- 5+ years of work experience in the agriculture industry, with extensive knowledge of crop protection and/or seed markets. Broad exposure to other agriculture sectors (livestock, equipment) is a plus.
- Ability to interpret data and understand its relevance to marketing situations.
- Excellent communication skills and a thorough understanding of marketing principles.
- An independent, focused, and disciplined work ethic focused on results with minimal supervision.
- A track record of delivering effective presentations with confidence and credibility.

This is a work from home position with flexible hours. Market Research Managers will travel within Canada and the United States, when necessary, to meet business demands and attend industry events.

LITHERLAND & CO

To learn more about this position and our client, contact Brook Coatsworth at bmc@litherlandco.com or by phone at 416-868-4888 Ext. 5 ,quoting “**Market Research Manager – 250429**”

Litherland & Co. is dedicated to fair and equal opportunities for all applicants. Candidates are selected upon the highest level of equity, diversity, and inclusion across the organization and throughout its hiring process. If you are selected for an interview and require accommodations, arrangements will be made for your convenience throughout the recruitment.