



*Innovation, Growth, Teamwork... Experience it with a career at Barrett Xplore*

Headquartered in Woodstock, New Brunswick, Barrett Xplore Inc. operates Xplornet Internet Services, Canada's largest rural broadband provider, with customers and dealers in every province and territory. Barrett Xplore Inc. aims to bridge the urban/rural digital divide by ensuring that every Canadian, regardless of where they live, has access to broadband, thereby enabling them to compete effectively in the global economy and gain access essential government and educational services. Barrett Xplore Inc. employs over 400 people across Canada and maintains Customer Contact Centres in Woodstock, NB and Fredericton, NB. [www.xplornet.com](http://www.xplornet.com)

We are currently recruiting for a **Senior Market Analyst**, this position will report to the Manager of Analytics and will be based out of our Markham office. The overall purpose of this position is to contribute to the marketing team as it creates national marketing campaigns throughout the year to increase brand awareness, as well as, cultivate new BXI customers. Required duties include assisting in the site selection & evaluation process, and the planning of broadband towers, which directly affects the budgetary management of the company. The marketing team is continuously evaluating new opportunities for BXI and is often leveraged throughout the organization, addressing in-house research projects to assist internal stakeholders.

Specific responsibilities include:

- Conduct ad-hoc market coverage reviews and provide recommendations with accompanying support materials such as maps, as well as psychographic and demographic reports
- Develop and maintain a series of market profiles using PSYTE segmentation system. Analysis will include quantifying the relationship between the customer penetration in a market and the market profile characteristics
- Develop customer groups and profiles based on propensity to spend metrics, customer PSYTE groups, and PMB behavioral data.
- Applying profile learning's to create targeted mail campaigns for marketing purposes
- Manage and manipulate various internal and external databases: Data extraction, updating and integrating information, and maintaining the internal Analytics network structure

Required qualifications and competencies for the position include a University Degree in Geography, Marketing or Business with minimum of 5 years of experience working with segmentation systems, databases, statistics and mapping. The incumbent will possess: experience in creating and conducting ad-hoc research; strength in statistical analysis; solid computer skills, mapping software & concepts, and reporting; knowledge of Geographic and Marketing principals; strong database

manipulation skills: Access, SQL; advanced knowledge in Geo-marketing concepts, such as demographics, segmentation and market share; ability to use MS Office software; strong communication skills, both written and oral; knowledge of broadband technology principals and a good sense of the overall Canadian market; and familiarity with MapBasic programming

A definite asset for this position would be a demonstrated knowledge of broadband technology, geographic and marketing principals combined with experience in direct mail marketing.

Barrett Xplore Inc. offers a competitive compensation package with excellent company benefits, including matched participation in a group RRSP and a comprehensive health and dental plan.

We thank all applicants for their interest but wish to advise that only those selected for an interview will be contacted. If you are looking for a challenging and rewarding opportunity, please forward your resume and cover letter to:

Email: [careers@barrettxplore.com](mailto:careers@barrettxplore.com)

Fax: (866) 881-9391

