



University
of Victoria

Job Title	Market Research Co-op
Start Date	September 5 – December 22, 2017
Length of Contract	4 Months
Reports to	Manager of Product Development and Technical Integrity
Closing Date	July 7, 2017

What is CanAssist?

CanAssist is a unique and innovative program at the University of Victoria (www.uvic.ca) focused on using the resources of, and expertise within, the University to develop technologies, programs and services for people with special needs. More information on CanAssist can be found at www.canassist.ca.

Position Description:

Reporting to the Manager of Product Development and Technical Integrity, the Market Research Coop provides support in assessing the viability of new products that are under consideration for development.

Responsibilities:

- Performs market research to determine areas of need, market size and competitive landscape utilizing tools including surveys, interview, focus groups and literature reviews.
- Produces comprehensive market assessments.
- Stays up to date on trends and new assistive technology announcements.
- Produces marketing and promotional materials including product fact sheets, posters and presentations
- Other duties as assigned.

The Market Research Coop has shared responsibility for the following:

- Seeks out opportunities for and participates in campus engagement.
- Completes comprehensive searches for various assistive technology needs based on community requests.
- Attends and organizes community outreach initiatives as needed.

Required Skills and Qualifications:

The successful candidate will ideally be a 3rd or 4th year Commerce student with a background in and knowledge of market research and marketing strategies. We are looking for a student who has very strong market research skills, with a particular interest in the product development process. The candidate must be able to work independently, with direction from senior CanAssist staff.

Preferred Additional Skills and Qualifications:

Experience in working with seniors and/or people with disabilities would be considered an asset but not a requirement.

Submission Requirements and Contact Information:

Please submit a cover letter, resume and contact information for three references to Vicky Irvine, Executive Coordinator, by Friday, July 7th at 4:30 pm. Late applications will not be considered. Applications may be submitted by fax (721-7299), or via email attachments (vcirvine@uvic.ca). Only those candidates selected for interviews will be contacted.