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**Lead statement**

Business development officers and marketing researchers and consultants conduct research, formulate policies and manage programs to stimulate industrial and commercial business investment or tourism in urban and rural areas, or to promote commercial or industrial products and services. They are employed by government departments, international organizations, marketing firms and business associations or may be self-employed.

**Example Titles**

* **market researcher**
* regional development analyst
* marketing analyst
* community economic development consultant
* **marketing consultant – market research**
* business development officer
* economic development officer
* industrial development officer
* tourism industry consultant
* tourism development officer

### Main duties

#### Business development officers and marketing researchers and consultants perform some or all of the following duties:

* Develop policies and administer programs to promote industrial and commercial business investment in urban and rural areas
* Design market research questionnaires – **Yes – From Aug 2014 to Present**
* Conduct social or economic surveys on local, regional or national areas to assess development potential and future trends **Yes – From Aug 2014 to Present**
* Plan development projects and co-ordinate activities with representatives of a wide variety of industrial and commercial enterprises, community and business associations and government agencies **Yes – From Aug 2014 to Present**
* Assess business opportunities and develop strategies to attract venture capital
* Respond to enquiries from members of the business community and general public concerning development opportunities **Yes – From Aug 2014 to Present**
* Review and evaluate commercial or industrial development proposals and provide advice on procedures and requirements for government approval **Yes – From Aug 2014 to Present**
* Conduct surveys and analyze data on the buying habits and preferences of wholesale or retail consumers **Yes – From Aug 2014 to Present**
* Evaluate customer service and store environments **Yes – From Aug 2014 to Present**
* Conduct comparative research on marketing strategies for industrial and commercial products **Yes – From Aug 2014 to Present**
* Develop social and economic profiles of urban and rural areas to encourage industrial and commercial investment and development.
* Prepare reports, research papers, educational texts or articles **Yes – From Aug 2014 to Present**
* Plan and develop E-commerce strategies **Yes – From Aug 2014 to Present**
* Provide consultation on planning and starting of new businesses. **Yes – From Aug 2014 to Present**

### Employment requirements

* A bachelor's degree in economics, commerce, business administration or public administration is required.
* Certification as a certified economic developer (Ec.D.) may be required.
* Certification as a Certified Marketing Research Professional (CMRP) may be required.

### Additional information

* Progression to managerial positions is possible with experience.