

**Market Intelligence Specialist**  
**Pay Band 5-6**  
**(\$65,936 to \$101,920 per annum)**  
**Open Competition**  
**Fredericton**

*Integrity • Professionalism • Excellence*

Opportunities NB (ONB) is New Brunswick's lead business development corporation working with companies inside and outside the province to drive economic growth and job creation in the province. A nimble, results-driven and client-centric organization, ONB is a Crown Corporation, strategically led by a private sector Board of Directors, made up of business leaders from New Brunswick companies and academia. ONB believes strongly in the future of New Brunswick and since its inception on April 1, 2015, has successfully been the catalyst for competitive and innovative economic growth and job creation for the benefit of New Brunswick today and for generations to come.

ONB has been recognized as one of Atlantic Canada's Top Employers for nine consecutive years, from 2017 - 2025, and is a recipient of the 2022 Employers of Diversity award from Atlantic Business Magazine. ONB is seeking a Market Intelligence Specialist to join its Market Intelligence team. Join a dynamic team of business professionals who are passionate about growing New Brunswick's economy, are committed to giving back to the community, and value making a difference.

**Love where you work. Love what you do. Come work for us.**

**Who are you?**

- You have a minimum of six years of progressively responsible and relevant work experience.
- You hold a post-secondary degree or diploma in Economics, Business Administration, Information Management, Data Science, or a related field. An equivalent combination of education, training, and relevant experience may also be considered.
- You have experience initiating, leading, and conducting research projects. You can independently define a project's scope, proactively gather requirements, identify needs and problems, evaluate potential solutions, and develop and present well-informed recommendations.
- You have knowledge of market intelligence strategies and tactics as well as New Brunswick's economy.
- You are recognized for your attention to detail, organization skills and ability to exercise sound judgement to prioritize deliverables.
- You are an effective communicator, adept at presenting detailed factual and conceptual information on issues that require explanation and interpretation.
- You thrive in dynamic, collaborative environments, balancing multiple projects while consistently delivering outstanding results.

- You are known for your strong relationship management skills and your ability to work both independently and as part of a team to achieve shared goals.

**As a Market Intelligence Specialist at ONB, you will:**

- Report to the Manager of Market Intelligence.
- Work closely with the Business Development team to support their efforts, influence ONB's strategic positioning, and contribute to the development of strategic enterprise-wide plans.
- Conduct opportunity assessments and competitive analysis to support business development decisions.
- Work closely with the Marketing team to transform synthesized information into useable marketing collateral
- Develop and maintain lead lists, develop sales tools, create guides, and proactively distribute market intelligence to ensure day-to-day operations align with broader strategic goals.
- Build and maintain a library of information to stay current on New Brunswick's unique value propositions and keep ONB generally advised of changes that could be leveraged further.
- Produce clear and concise written proposals based on your research and analysis.

**Language:**

Written and spoken competence in English is required. ***Please state your language capability.***

**Location and hours:**

This one position is located in **Fredericton** with occasional travel and work beyond regular business hours (8:15 a.m. - 4:30 p.m.).

**What can ONB offer you?**

- Comprehensive benefits package which includes paid vacation, Health and Dental Plan, Life Insurance, and the Public Service Shared Risk Pension Plan
- Career growth, development and continuous learning opportunities
- Opportunity to be involved in ONB events that give back to our community
- An optional hybrid work plan of three days in office and two days remote
- Positive and inclusive work culture

**How to apply?**

- Candidates are required to demonstrate on their applications how, when, and where they have acquired the qualifications and skills required for this position
- Resumes should be in chronological order specifying the beginning and end dates in month and year format for all completed education and employment including part-time and full-time employment
- ***Please ensure that preferred language for assessment is identified on your resume***

Apply by email to [humanresources@onbcanada.ca](mailto:humanresources@onbcanada.ca), or by mail to the address below by **Thursday, September 25, 2025**, indicating competition number: **ONB-25-08**.

Place 2000  
ONB People & Culture  
4<sup>th</sup> floor, 250 King Street  
Fredericton, NB E3B 9M9

***We thank all those who apply however only those selected for further consideration will be contacted.***  
*This competition may be used to fill future vacancies at the same level.*