

BUILD A CITY. BUILD A FUTURE.



PUBLIC ENGAGEMENT SURVEY SPECIALIST

As one of the fastest growing cities in Canada, City of Surrey is a globally recognized leader in building vibrant, sustainable communities through technology and innovation.

*City of Surrey employees are talented innovators, inspired by meaningful work and the opportunity to drive our city—and their careers—forward.
Build a City. Build a Future at the City of Surrey*

Scope

The City is currently seeking a market researcher and public engagement specialist to provide advice and guide best practices for City surveys and engagement projects that help gain insight from the community or public. Guided by the City's Public Engagement Strategy, you will implement survey research methodologies with research and engagement goals using a range of survey tools and techniques. This is a two-year term position reporting to the Manager of Corporate Marketing and Communications.

Employment Status

Union - CUPE Local 402 – Project (2 Years)

Responsibilities

In this role you will:

- Coordinate, review, and advise on internal survey research requests for 100 plus projects annually.
- Prioritize city research needs, schedule deployment of surveys utilizing best practices including recommending appropriate engagement tools and technologies for survey design and deployment.
- Advise on survey methodology (intercept, digital, length, panel/non-panel, question types) including standardized data collection for key questions and demographics.
- Conduct data analysis of collected survey research data and have knowledge of methods & software tools like SPSS and excel to conduct data analysis for both quantitative and qualitative data
- Set clear engagement objectives and provide advise to city project leads to optimize marketing and engagement efforts.
- Use survey methods that ensure the best results considering how and when to balance representative data over increased engagement.
- Advise on reporting and prepare reports tailored to project needs
- Support billing and other administrative and project management requirements such as budgeting, managing outsourcing expertise, and customer service feedback.
- Help manage the city's online panel virtual community including feedback on approaches, newsletter updates, and annual maintenance of panel membership including matching panel makeup to city demographics.
- Deliver presentations, staff training and elevate internal awareness of standardize research practices.
- Ensure important privacy and data security needs are managed for all projects.

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Qualifications

To be successful in this role, you must meet these minimum requirements:

- Completed bachelor's degree in business, market research, data analysis, statistics or related discipline from a recognized post-secondary educational institution along with three years of relevant experience.
- An equivalent acceptable combination of training and experience may be considered.

Successful applicants must provide proof of qualifications.

Other Information:

Hourly Rate: \$47.52

Steps	Hourly Rate
Step 1	\$47.52
Step 2 (6 Months)	\$49.52
Step 3 (18 Months)	\$51.52
Step 4 (30 Months)	\$53.84

Apply

If you are interested in this opportunity, please apply at <https://www.surrey.ca/about-surrey/jobs-careers> to Job ID 5755

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