

# Data Analytics and Metrics Specialist, ElevateIP

## INNOVATE CALGARY

Calgary, AB

### Innovate Calgary

Innovate Calgary supports researchers, innovators, and companies from the University of Calgary, across Alberta, and beyond. Our mission is to guide the development of innovation-driven enterprises on behalf of the University of Calgary and government partners, maximizing the economic and social impact their work has on our city, province, and the world.

### Project

Innovate Calgary, along with the University of Calgary, Economic Development Lethbridge, and other partners across Alberta, is working to improve the quality of intellectual property that powers the province's start-up ecosystem. We want to create programs and partnerships that offer access to IP expertise across Alberta, particularly for groups like Indigenous communities, women, newcomers, and rural/remote entrepreneurs.

Specifically:

- As the University of Calgary's innovation agent, we assist researchers and clinicians with translational and commercial needs, including research partnerships, management of intellectual assets, patenting and licensing of technology, healthcare systems navigation, company formation, incubation, and seed investment.
- Working with partners, we support Alberta-based SMEs with IP services, from awareness and strategy to financial support for implementation.
- As a partner in the development of the University Innovation Quarter (UiQ), we manage two themed accelerator hubs (Life Sciences Innovation Hub and the Social Innovation Hub). With partners in the Calgary Innovation Coalition, we manage the Energy Transition Centre in downtown Calgary, the business centre of Alberta's energy industry.
- Innovate Calgary has sixty full-time staff and works collaboratively with external advisors and partners in the delivery of services to achieve our goals and those of our stakeholders. In addition to a central corporate group, we operate with four stakeholder-facing business groups:
  - Intellectual Property – IP services for UCalgary researchers and SMEs in Alberta
  - Accelerator services both in the University Innovation Quarter and in downtown Calgary
  - UCeed – Investment fund management (\$18M AUM); today, we have five funds - health, child health, social, student investment, and energy
  - IMPACT – As part of Innovate Calgary, IMPACT fills a critical gap in the journey from ideation to commercialization, providing resources and expert guidance on clinical research design and execution, quality assurance adherence, and regulatory compliance

## **Job Summary**

The Data Analytics and Metrics Specialist is responsible for collecting, analyzing, and interpreting data to provide insights and recommendations that drive informed business decisions. The specialist will work closely with internal teams to identify business challenges and develop metrics and key performance indicators (KPIs) to measure the success of the ElevateIP program. The ideal candidate is highly analytical, detail-oriented, and able to communicate complex data findings clearly and concisely. The Data Specialist will report to the Program Director of ElevateIP.

## **Primary Tasks & Responsibilities**

### **Tasks:**

- Compile information, insights, and other data points from the initial data assessment of Alberta's IP landscape
- Lead and develop a data & metrics plan for the ElevateIP program
- Participate in ElevateIP activities to align program deliverables with Innovate Calgary's needs
- Integrate program deliverables and needs into Salesforce
- Develop and report metrics at a regular cadence to inform ElevateIP's program deliveries
- Provide meaningful data reports for partner organizations

### **Key Responsibilities:**

- Gather and organize data from various sources, including databases, web analytics tools, and marketing platforms
- Develop KPIs and performance metrics to measure program success and track progress over time
- Analyze data to identify trends, patterns, and insights that can inform business strategy and decision-making
- Create data visualizations and reports that clearly communicate data insights to stakeholders
- Collaborate with cross-functional teams to identify opportunities to optimize business performance
- Conduct A/B testing and other experiments to measure the impact of different strategies and tactics
- Monitor and report on performance against targets and identify areas for improvement
- Stay up to date with industry trends and best practices in data analytics and metrics

**Qualifications:**

- Bachelor's degree in statistics, mathematics, economics, or a related field
- 3+ years of experience in data analytics or a related field
- Proficiency in data analysis tools and techniques, including SQL, Excel, and statistical software such as R or Python
- Proficiency in Salesforce
- Experience with data visualization tools such as Tableau or PowerBI
- Strong analytical skills and attention to detail
- Excellent communication skills, with the ability to communicate complex data insights to stakeholders
- Experience working with cross-functional teams to achieve business goals
- Understanding of statistical concepts and methods, such as regression analysis and hypothesis testing
- Experience with web analytics tools, such as Google Analytics or Adobe Analytics, is a plus

**How to Apply**

Interested applicants are asked to forward their **resume and cover letter** to [hr@innovatecalgary.com](mailto:hr@innovatecalgary.com).

We thank all applicants for their interest; however, only those persons for whom we need further information, or who are being considered for an interview will be contacted.

**Application Closing Date**

Open until candidate is found.

*Innovate Calgary is an equal opportunity organization committed to building and fostering a fair and inclusive community that values diversity and encourages respect for all. We welcome applicants across any race, colour, religion, sex, sexual orientation, gender identity, national origin, disability, protected veteran status, Indigenous status, or any other legally protected factors. We recognize the value of identifying and removing barriers for any applicants interested in participating in our programs.*