

Associate Product Analyst, Product Development

CanadaDirect - Toronto, Canada Area

Join CanadaDirect

CanadaDirect is a leading integrated marketing solutions provider with over 25 years of proven experience. CanadaDirect is an end-to-end partner of choice for many multinational Canadian brands in contact center solutions, digital and affinity marketing services. Fast paced and growing, CanadaDirect is looking for passionate driven individuals looking for interesting and challenging work opportunities to join our team.

What are we looking for?

CanadaDirect is seeking an Associate Product Analyst, Product Development who can use their skill set and knowledge to play a key role in the product and business development behind strategic imperatives.

SUMMARY

Reporting to the director of product development, the associate product analyst's responsibilities will include gathering intelligence and requirements from various sources, vendors and partners, business case preparation, forecasting and analytics. The role will help to drive the development of profitable growth areas for the business and be involved end-to-end in this process.

MAIN RESPONSIBILITIES

- Research ongoing competitive landscape and provide analysis and insight
- Develop and maintain ongoing financial analytics
- Identify areas of opportunity for product development or enhancement
- Seek ideas and best practices from various industries
- Act as a product/content expert
- With guidance from product management execute, facilitate requirements gathering and documentation
- Provide deep dive analyses and forecasts on customer profitability, business opportunity
- Support other product management, marketing and go-to-market responsibilities

Desired Skills and Experience

Our ideal candidate has...

- Bachelor's degree in business, engineering, math or equivalent
- 1-3 years in a product, project management or business related role
- Strong financial analytical skills including modelling, forecasting and tracking
- Research ability across various mediums
- Excellent communication skills in articulating complex concepts and analyses
- Ability to confidently and effectively communicate with vendors and clients to drive results
- Experience with documenting and articulating business requirements and providing input
- Strong skills with Microsoft Excel, Powerpoint, SQL a plus
- Energetic self-starter who can work independently and part of a larger team
- Strong organization and prioritization skills to balance multiple priorities simultaneously

CanadaDirect is a place where your efforts can have real impact. You're not just a number but a valued contributing member of the team. CanadaDirect offers attractive compensation including a competitive base salary, a complete insurance plan, paid vacation and reduced gym membership.

You can send your resume to the following address: recruitment@canadadirect.ca

Only suitable candidates will be contacted for an interview.