

Phone :

Web :

**Job Summary**

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Vacancy :

Deadline : Aug 03, 2024

Published : Jul 03, 2024

Employment Status : Hybrid

Experience : Any

Salary :

Gender : Any

Career Level : Any

Qualification :

## Job Description

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Product Specialists at Street Context work closely with our users throughout their journey with us. Our clients are the largest banks and broker-dealers in the world, and their users are our bread and butter. As a Product Specialist, you'll help bring them the value they signed up for by onboarding them, educating them on product workflows, communicating new feature enhancements and opportunities, and gathering user feedback to inform our product roadmap.

Our Product Specialists operate as a team under our Customer Success umbrella, driving value across our entire user base and the personas within it, all in the aim of user retention. As product experts, you will deeply understand how our users operate in their day to day, and communicate and train them on the workflows within Street Context that align to their role. Because our Product Specialist team spends the majority of their time engaging with our users, you will also work closely with our Product Management team to relay feedback that will inform our product roadmap.

You will execute user adoption and engagement strategies across all aspects of the client life cycle - pilots, onboarding, maintenance, renewals and any additional initiatives required to grow the accounts. Our Product Specialist team plays a crucial role in mitigating user churn by fighting to win back disengaged users. You must be creative with your strategies and persistent in your approach.

As a foundation, you must familiarize yourself and continually update your understanding of the market we operate in, our users' workflows, and how we fit into the broader enterprise on the sell side. Additionally, you'll become a product expert, understanding how the Street Context offering augments the user's workflow and how to convey the value proposition of our products effectively.

### Thematic Responsibilities

- **Successfully onboarding new users:** Assist our users in understanding our product so they receive the maximum value and return on investment. Educate existing users on new features and intake feedback for improvements
- **Supporting pilot opportunities:** Collaborate with our Account teams to run pilots with new and existing customers. You'll run pilot education sessions, and communicate our value proposition for each user workflow
- **Minimizing user churn:** Fight to identify and win back users who have fallen into bad health and create holistic strategies as a team to bring them back
- **Monitoring and evaluating user health:** Forecast and track key user metrics. The team works hand in hand with account management, speaking with and visiting users to provide training, customizations, and product consultations
- **Supporting product direction:** Because of your deep understanding of our products and users, you'll be in a position to field feedback, identify product opportunities, and relay that information back to the organization (account teams, product, management) Your voice will create a continuous feedback loop to advocate for our users' needs.
- **Generating content:** Identify content that our users are likely to care about based on their persona, and package it for distribution (across multiple channels). This content can be used for education, training, or email distribution by account teams
- **Continual education and training:** As the Street Context offering and the broader industry evolve, you'll be responsible for leveraging internal and external resources to continually educate and train yourself, equipping yourself with the knowledge and tools to communicate and sell Street Context effectively

### Your know-how:

- You have 2+ years of experience in a client-facing role
- Your EQ is through the roof and compliments on your communication skills follow you everywhere you go
- You are coachable and integrate feedback into your professional development goals
- You have the motivation, drive, and energy required to sustain a high level of client-facing activity
- You have experience using data-driven approaches to drive engagement across a user base
- You have experience creating communication/content strategies that align to adoption strategies across a user base

### It's a bonus if:

- You have worked on a trading floor or have experience working with capital markets, specifically in research, sales, or trading
- You have worked in a SaaS business
- You are experienced with go-to-market and product analytics tools such as Salesforce, Amplitude, Zoom, and business intelligence products like Looker or Tableau

Street Context is on a mission to build more efficient capital markets. We're developing technology that provides highly scalable sources of customer insights for investment banks, brokerages, and independent research providers. We provide our customers with insights that enable them to pinpoint revenue opportunities, build client intel, and anticipate the needs of the market.

We take ownership of our projects and work together to foster a fun and transparent environment. Our days are spent thinking through complex scenarios and tackling major challenges using innovative technology. We're agile in our process and responsive to the market, seeking to fundamentally improve an institutional industry. We are a team of experts, joined by outstanding advisors and world-class investors, on a quest to build a superior product and a top-notch company. We work, play, and win as a team. We enjoy spending time with one another and celebrating our accomplishments together.

If you see an opportunity for yourself with us, apply now to continue the conversation and learn more about how you can become part of Street Context.

Street Context is an equal opportunity employer and values diversity at our company. We do not discriminate on the basis of age, ancestry, colour, race, citizenship, ethnic origin, place of origin, creed, disability, family status, marital status, gender identity and gender expression, receipt of public assistance, record of offences, sex, or sexual orientation.

To that end, Street Context is committed to making our recruitment processes as accessible as possible including providing accommodations during the recruitment and hiring process as required. Upon request, Street Context will consult with applicants to provide or arrange for suitable accommodation.

**Education & Experience**

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**Must Have**

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**Educational Requirements**

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**Compensation & Other Benefits**

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