

Phone :

Web :

Job Summary

Vacancy :

Deadline : Jul 10, 2024

Published : Jun 10, 2024

Employment Status : Full Time

Experience : Any

Salary :

Gender : Any

Career Level : Any

Qualification :

Job Description

We are seeking a skilled and motivated Senior Business Analyst to join our dynamic Business Intelligence team. The Senior Business Analyst will play a crucial role in driving the success of our business by analyzing data trends, customer needs and internal processes. This individual will work closely with cross-functional teams to develop strategies, improve business processes and support decision-making to enhance our products and services.

Responsibilities

As a Senior Business Analyst, you will contribute to data analysis, reporting, customer insights, process improvement, strategy development, project management and mentorship.

- Utilize data analytics tools to analyze business performance, identify key metrics and generate actionable insights.
- Prepare detailed reports, presentations and dashboards to communicate findings and recommendations to stakeholders.
- Gather and analyze customer feedback, usage data and other relevant metrics to understand customer needs and improve product offerings.
- Evaluate existing business processes, identify areas for improvement and implement changes to enhance efficiency and effectiveness.
- Collaborate with leadership to develop and implement business strategies that align with company goals and objectives.
- Lead and participate in cross-functional projects, ensuring timely delivery and successful implementation of initiatives.
- Provide guidance and mentorship to junior Business Analysts and other team members.

What you'll need

Qualifications

Desired Skills and Experience

- Minimum of 5 years of experience as a Business Analyst, preferably in the software or technology industry.
- Proficiency in data analysis tools and concepts such as SQL, data warehousing (BigQuery, Snowflake, etc.), and data visualization (Looker, Tableau, Power BI, etc.). Experience with a scripting language (e.g. Python, JavaScript, R) is considered an asset.
- Experience working with CRM software (Hubspot and Maxio) is considered an asset.
- Ability to work with large datasets and draw meaningful conclusions.
- Strong analytical and problem-solving abilities, with a keen attention to detail.
- Proven experience tracking and measuring KPIs to monitor company performance. Experience measuring leads, pipeline, revenue and churn is considered an asset.
- Ability to find gaps and provide recommendations to address challenges.
- Excellent written and verbal communication skills, with the ability to present complex information clearly and concisely.
- Proven ability to lead projects, manage stakeholders and influence decision-making.
- Collaborative mindset with the ability to work effectively in cross-functional teams.

Don't meet every qualification? Research shows that equity-deserving groups like women and people of colour are 20% less likely to apply to jobs unless they are 100% qualified. Dash Hudson is committed to diversity, equity, and inclusion by representing the diverse communities we serve. Our culture values differences and ensures that every current and prospective team member has equitable access to opportunities to succeed. If you are interested and excited about this role but your qualifications don't match up perfectly, we encourage you to still apply. You may be the best candidate for this role.

A little bit about us

Dash Hudson

The only tool you need to outsmart social 📱

Dash Hudson is a social media management platform that equips brands with intelligence and speed to stay ahead of the curve. Through its sophisticated cross-channel insights and workflow tools, Dash Hudson enables brands to create content that entertains, engages and drives consistent business results. To discover how Dash Hudson is empowering brands to outsmart social, visit dashhudson.com.

At Dash Hudson, you will be given the opportunity to take risks, learn, and grow your career. You'll be joining a talented, hardworking team with leading policies and practices recognized as a top employer in Canada.

Are you interested?

Work With Us

At Dash Hudson, we strive to build great solutions that solve real problems for marketers and are unabashed about our unique ability to be the best at what we do. To achieve our goals as a company and provide a service to our customers that is unmatched, collaboration and support among the team is what propels us forward.

Dash Hudson would not exist without the dedicated employees who contribute their unique skills, voices, and ideas to the company's long-term success. Building a diverse and talented team is an integral part of creating an innovative and well-rounded product and work environment.

Dash Hudson's hiring practices and company culture does not condone discrimination based on race, religion, colour, national origin, sex, sexual orientation, age, veteran status, disability status, or any other applicable characteristics protected by law.

Employee Benefits

At Dash Hudson, our team is our competitive advantage. We are committed to supporting one another and work hard to ensure everyone has the support they need. In addition to health and dental benefits for you and your family, you can also expect:

- Vacation, personal days and sick time
- RRSP/401k matching
- Annual mental health benefit
- Quarterly wellness benefit
- Donation matching program
- Parental leave top-up plan
- Work-from-home benefit
- Flexible working hours and location
- Departmental and team-wide bonding activities

Education & Experience

Must Have

Educational Requirements

Compensation & Other Benefits
