Senior Product Analyst

Phone :
Web :

Job Summary

Vacancy :
Deadline : Sep 21, 2024
Published : Aug 21, 2024
Employment Status : Hybrid
Experience : Any
Salary :
Gender : Any
Career Level : Any
Qualification :

Job Description

The Senior Product Analyst is a key member of the Product Management team who will support the organization by gathering market, customer, partner, and product data, researching and compiling insights,
and identifying opportunities to enhance solution value and drive revenue growth. The ideal candidate has an entrepreneurial mindset and highly curious nature, with experience in a continuous discovery practice. The individual will report directly to the VP of Product, and will be instrumental in influencing product, service, and corporate strategy.

This role is based in Ottawa, Ontario and you must be able to work in hybrid environment.

Key Responsibilities

Market & Customer Analysis

• Perform market research and analyze market data, identifying consumer behaviors and trends
• Research target user pain points, unmet needs, and areas for innovation
• Perform competitive analysis to identify market gaps, opportunities, and threats
• Identify opportunities and advise trajectory to align with business goals
• Synthesize research findings and strategy proposals into presentations
• Understand new opportunities within the context of new product development risks (Value, Usability, Feasibility, Business Viability)
• Recommend strategic alliances to penetrate new markets or user segments

Product Analysis

• Define compelling and differentiated product positioning
• Research, collect, and analyze data on customers' behaviors before, during, and after
using our products and services
• Define and analyze performance metrics and trends for current product offerings; use data analysis and insights to evaluate and improve product and service performance
• Monitor product performance and recommend alterations to meet sales forecasts
• Conduct product and user research as well as analyzing related data to support the product roadmap prioritization and development process
• Contribute to product strategy and roadmap

Desired Skills and Competencies

• Minimum 5+ years of experience in an analyst or product focused role within the technology or telecommunications industry
• Bachelor's degree in Business, Marketing, Innovation, or Strategy. Strong technical acumen
• Strong understanding of Microsoft Teams, telephony, and related SaaS networked technologies
• Excellent communication and cross functional collaboration skills
• Strong strategic thinker who can examine customer feedback, validate product concepts and analyse data
• Innovative thinker who sees patterns, challenges norms, and applies what has been learned to formulate new directions
• Must be able to propose, track, and report on metrics and measures for product advancement. Experience with product instrumentation and analysis.

What We Offer

• A challenging position in a rapidly evolving industry.
• A competitive salary with excellent growth and development opportunities.
• Hybrid work environment (in office a minimum of 3 days per week).
• Employer provided health insurance that starts the first day of employment.
• Martello stock option grants.
• Generous paid vacation + 10 paid personal days + 2 paid days for volunteering.
• Professional development with free access to thousands of training courses offered through "Martello Udemy for Business".

About Martello Technologies

Martello Technologies is headquartered in Ottawa, Canada with staff in Canada, Europe, and the United States. We provide Microsoft digital experience monitoring (DEM) solutions that monitor the performance of cloud collaboration and productivity tools to give enterprises insight into the user experience. Our products include unified communications (UC) performance analytics software, Microsoft 365 user experience monitoring software, and IT analytics software.

Martello offers a positive, diverse, and supportive culture. We welcome individuals who are curious, inventive, and want to work with people who are smart, humble, hardworking, and, above all, collaborative. Martello Technologies is committed to supporting a culture of inclusion, diversity, and accessibility to employment for all. We are proud to operate as an equal opportunity employer.

Did we spark your interest? Get in touch, we're keen to tell you more!

Education & Experience

Must Have

Educational Requirements

Compensation & Other Benefits