

PRODUCT ANALYST

JOB POSTING



Are you ready to make a difference in your life and in the world? Would you like to join a team of passionate people who are already doing that? At KRYTON International, we are helping the world change by building concrete structures that are not only waterproof, but more durable, efficient and sustainable than ever before. KRYTON is the inventor of the world's first crystalline waterproofing admixture for concrete and we have permanently changed the way concrete structures are built in every corner of the globe. It's the extraordinary people on our team that have made all the difference and we have proven it by winning the *10 Best Companies to Work For in BC* Award 4 years in a row. Maybe you could join our continuing success story.

As a member of the KRYTON Team, **WE OFFER:**

- Profit Sharing
- Attractive Salary
- 100% MSP Coverage
- Extended Medical and Dental Coverage
- Vision Coverage
- Retirement Plan
- Group Travel Incentive
- Company Sponsored Events
- Teambuilding Activities
- Fitness Gym
- Free Parking
- Plus more...

PRODUCT ANALYST

A Full time, permanent position, based in **Vancouver, BC** the Product Analyst will help create product documentation, collateral and information that supports sales, marketing and technical initiatives. The Product Analyst is also responsible for updating databases, collecting internal and external requests for requirements and creating business-use cases. The Product Analyst may also assist in the education of staff on product messaging and prepare staff on how to represent the different products. The Product Analyst will also take on various jobs and tasks to support the growth of the products.

The Product Analyst will support the product manager in decision making and ensure that the quality and strengths of the product are not compromised. Responsibilities also includes assisting in the development of strategies to promote a product; help in identifying the target audience of a product; and checking the efficiency of the implemented product development and marketing strategies. The Product Analyst will also assists in analyzing competitors and providing statistical reports.

The main responsibilities for this position include:

- Market Research
- Product Analytics
- Product Administration
- Customer/Market Intelligence

REQUIREMENTS

- **Experience:** 3-5 years in product management related activities, within the construction materials industry.
- **Education:** University degree in marketing/business, engineering or a related discipline
- A skilled and effective communicator that will communicate openly, honestly and effectively with Superiors, Peers and Subordinates throughout the entire company.
- A skilled, motivated and proactive problem solver.
- Demonstrated ability to compose persuasive and relevant documents, speeches and presentations on complex topics to top management, product teams, and customers.
- Demonstrated successful ability to market construction material products including developing customer surveys, defining market segmentation, creation of marketing messages, positioning statements and other marketing and sales collateral.
- Demonstrated proficiency at balancing short-term product demands while focusing on long-term strategic goals.
- Previous successful management of the product development cycle from development to introduction in the marketplace.
- Well versed in using market research to analyze market segments, market trends, and competitive offerings and should be comfortable producing product white papers.
- Strong communications and collaboration skills
- Effective public speaking and presentation skills
- Must be able to travel to the United States if required
- **Competencies:** Initiative, Fostering Communication, Teamwork, Creativity and Innovation, Business Perspective, Critical Judgement, Research, Product Development

If you are interested in learning a wide variety of skills that will position you well for future growth with the company and if you are driven to succeed, please **email your cover letter and resume in Word or PDF format to people@kryton.com, citing 'Product Analyst' role in your subject line.** We thank all applicants, however, only those to be selected for an interview will be contacted.