MARKETING ANALYST

Location: Regina, SK
Position Type: Permanent Full-Time
Number of Positions: 3
Salary: $27.78/hour - $39.90/hour (will be determined based on education and experience)
Close Date: March 31, 2022

POSITION OVERVIEW

Develops fundamental Marketing plans or programs for existing and new product and service offerings by evaluating the competitive situation, market position and product/service alternatives.

TYPICAL DUTIES & RESPONSIBILITIES
(Not all inclusive or applicable to all assignments)

1. Responsible for selection and support of products, services or rate packages (e.g. assembly of various products and services exclusively directed toward a specific segment of the market) available for purchase, lease or rental to external customers. Responsible for all aspects of life cycle management.

2. Responsible for external market analysis, segmentation or differentiation by various research methods including focus groups with the primary goal of identifying strategies to: Increase external market share or retain existing market share. Enable selection of the external target market for the product or service. Determine appropriate distribution channel and respond to variables in the competitive marketplace including forecasting and sensitivity analysis of the options.

3. Responsible for pricing, including setting prices or rates external customers would pay for particular products or services. This includes costing and economic modelling, revenue forecasting and portfolio profitability.

4. Responsible for promotion/advertising of products, services or rate packages to external customers, including forecasting, budgeting and determining the target external audience.
QUALIFICATIONS

1. University Degree in Business Administration or Commerce with 4 marketing classes.

2. Demonstrated thorough knowledge of marketing principles and the ability to practically apply theories.

3. Working knowledge of personal computers and various software applications.

4. Excellent verbal and written communication skills and the ability to deal effectively with others.

5. Demonstrated analytical and problem solving ability.

6. Valid driver license. For people with a disability, this qualification can be reasonably accommodated when necessary.

ABOUT SASKTEL

SaskTel is the leading Information and Communications Technology (ICT) provider in Saskatchewan, with over $1.2 billion in annual revenue and approximately 1.4 million customer connections including 617,000 wireless accesses, 374,500 wireline network accesses, 276,000 Internet accesses and 108,500 maxTV™ subscribers. SaskTel and its wholly-owned subsidiaries offer a wide range of ICT products and services including competitive voice, data and Internet services, wireless data services, maxTV services, data centre services, cloud-based services, security monitoring services, advertising services, and international software and consulting services. SaskTel and its wholly-owned subsidiaries have a workforce of approximately 4,000 full-time equivalent employees (FTEs). Visit SaskTel at www.sasktel.com.

Our focus on our people and dedication to our customers has made us one of Saskatchewan's Top Employers for 11 consecutive years. Come join our dynamic team and accelerate your career at SaskTel!

Thank you for your interest in SaskTel - we look forward to reviewing your applications!