

Job Description – Quadro Communications Co-Operative Inc.

Title: Product Development Specialist

Reports To: Marketing Acquisition Manager

Job Description:

The Product Development Specialist will be at the forefront of our marketing team's efforts, focusing on developing and optimizing our wide range of internet, TV, and mobility solutions. The Product Development Specialist's expertise will drive the creation of cost-effective TV packages, provide detailed insights on mobility offers, and ensure comprehensive understanding of all internet packages. This position will be the go-to resource for anything product-related and will work closely with the Marketing Acquisition Manager & Customer Experience team members to ensure our offerings are competitive and in line with company objectives. This will be a critical role in shaping our product strategy and ensuring our offerings meet the needs of our customers.

Key Areas of Responsibility:

- Develop and recommend cost-effective TV packages, taking into account market trends and customer needs. Collaborate with the customer experience team to tailor these packages to target audiences and make sure all packages are in line with company objectives.
- Stay informed about all current and upcoming mobility offers. Provide detailed information and insights to the marketing team to ensure accurate and compelling communication of these offers. You will also make recommendations on which offers should be marketed based on profitability & company objectives.
- Maintain a thorough understanding of all internet packages offered by the company. Lead in the creation of new offerings. Make alterations to current offerings based on profitability and company objectives. Assist in the creation and adjustment of marketing strategies and materials related to these packages.
- Responsible for developing upgrade paths for the existing customer base. Improve the overall experience for the customer base while generating incremental revenue to meet company objectives.
- Serve as the primary resource for product-related inquiries from the marketing team, sales teams, and other departments. Offer insights and recommendations based on product knowledge, market analysis and customer feedback.
- Conduct market research to stay up-to-date with competitors' products and offerings. Provide regular reports to the customer experience team on industry trends and competitor activities.
- Work closely with the marketing acquisition manager to align product offerings with overall marketing strategies.
- Training and support to team members on product features and benefits.
- Track and report on the performance of product-related initiatives such as promotions. Use data to refine marketing strategies and improve product offerings.
- Perform additional tasks as assigned by the marketing acquisition manager.

Required Skills and Qualifications:

- Post-secondary training in Marketing, Business, or a related field, or equivalent experience.
- Minimum of 5 years in a product management or marketing role, preferably within the telecom or technology industry.
- Extensive knowledge of internet, TV, and mobility solutions. Experience in developing and managing product packages is essential.
- Strong analytical skills with the ability to interpret market data and customer feedback.
- Excellent verbal and written communication skills, with the ability to convey complex product information clearly and effectively.
- Proven ability to work both independently and as part of a team. Experience in cross-functional collaboration.

- Proficiency in Microsoft Office Suite. Experience with CRM tools and data analysis software is an asset.

Complimentary Attributes:

- Experience in telecom or related industries with a strong understanding of market dynamics.
- Experience in creating and managing product packages, with a focus on customer satisfaction and cost-effectiveness.

Other Asset Include:

- Familiarity with telecom products and services, including internet, TV, and mobility solutions.
- Understanding of Quadro's product offerings and market positioning.
- Familiarity with iVue or similar CRM tools.
- Experience in competitive analysis and market research.

If you are passionate about creating innovative solutions and bringing ideas to life, then submit your cover letter and resume to: q.hr@quadro.net.

Quadro Communications is committed to creating an accessible environment and will accommodate disabilities during the selection process. Please let your recruiter know during the selection process of any accommodation needs. We thank all those that apply but only successful applicants will be contacted for an interview.