**Product Analyst Job Description – EXAMPLE**

**Overview**

The Product Analyst will participate in the development of products and services. This individual will have a chance to interact with customers and stakeholders at all levels and work on projects that will have a significant impact on our business. The Product Analyst will build product management, marketing, and client development skills while in this role.

**Essential Duties and Responsibilities**

* Conduct secondary and primary research activities to discover and validate product hypotheses, hypotheses, and drive strategic recommendations
* Translate customer needs captured from research and stakeholders into product requirements (user stories) and work with the development team to ensure timely delivery of quality products
* Assist in market research and competitor analysis to help clients identify product differentiators and insights to better position clients’ products
* Monitor and analyze product performance data
* Support product management and client teams to perform win/loss analysis
* Collaborate to deliver high impact positioning documents, marketing plan, and other go-to-market related activities for clients
* Develop meeting materials for status updates, workshops, final delivery presentations, board meetings, and other related events
* Regularly improve the processes and use of productivity tools to drive greater efficiency and scalability
* Assist with project management responsibilities to keep the team organized, on-track, and help ensure timely deliverables related to projects
* Update internal documentation to help maintain process improvements
* Develop knowledge of systems or applications as needed

**Education and Experience/Certifications**

* Bachelor's Degree in marketing, product development, or related field required
* 1-3 years of product experience preferred

**Skills and Abilities**

* Must be a self-starter, organized and able to meet assignment deadlines
* Must be eager to try and learn new things
* Excellent written and verbal communications skills; excellent time management skills
* Willing to work in an ever-changing environment