



JOB TITLE: Analyst, Consulting Group – Sport Marketing
JOB LOCATION: Ottawa, ON
COMPENSATION: TBD
REPORTS TO: Senior Advisor, Consulting Group

The TrojanOne Consulting Group

The TrojanOne Consulting Group is a specialized consulting division within the Integrated Brand Activation agency TrojanOne Ltd. The Consulting Group leverages its expertise in developing sponsorship, marketing and event strategies, working with Canada's largest properties and corporations in sport, cause and entertainment.

The Position

The Analyst, Consulting Group has a passion for helping clients to uncover their equity, and set the path to leverage their equity to move from their current to their optimal state. This individual will have focused work with sport industry clients, both properties and corporations who work through sport.

They will be responsible for providing the research and analysis to support the development of business plans, marketing strategy and plans, property conceptualization, sponsorship strategies, inventory development and proposals, and ROI evaluations. Work in knowledge development (market research, industry analysis, etc.) will also be common.

ESSENTIAL FUNCTIONS:

Research & Data Analysis:

- Lead the identification, collection and analysis of pertinent data and information for the strategy
- Understanding of analysis tools (statistics, spreadsheets, and databases)
- Conduct assessments of clients' current internal environment to identify their key strengths and opportunities to improve
- Utilize a variety of sources to capture external data and paint a comprehensive picture of the external environment for each client and each project
- Relentless research abilities to find the right information when it does not seem to exist

- Ability to process large amounts of information and data, uncover the key insights, and then apply them to the unique situation of the client

Project Management

- Develop and manage project timelines, the quality of project deliverables and project status reporting

ESSENTIAL SKILLS

Key Knowledge & Skills:

- A passion for research and analysis
- A passion for creative ideas that are grounded in an effective strategy
- An insatiable appetite for learning, growing and advancing
- A knowledge of English and French is an asset

QUALIFICATIONS

- *Bachelors degree (business or marketing preferred)*
- *MBA desired*
- *Exceptional time management and organizational skills*

INTERESTED?

Send a resume and cover letter noting your salary expectations ASAP to resumes@trojanone.com and identify JOB ID: A-CON in the subject line of your message.

Thank you for your interest. Only successful applicants will be contacted.