



Job Title	Product Development Coordinator
Start Date	As soon as possible
Length of Contract	Until March 31, 2018 with possibility of renewal
Reports to	Operations Director
Closing Date	November 3, 2017

What is CanAssist?

CanAssist is an organization at the University of Victoria that is dedicated to developing and delivering innovative technologies, programs and services that improve the quality of life of people with disabilities. For more information on CanAssist, please visit www.canassist.ca

Position Description:

Reporting to the Director of Operations, the Product Development Coordinator provides support in assessing the viability of new products that are under consideration for development.

Responsibilities:

- Performs market research to determine areas of need, market size and competitive landscape utilizing tools including surveys, interviews, focus groups and literature reviews.
- Produces comprehensive market assessments.
- Stays up to date on trends and new assistive technology announcements.
- Produces marketing and promotional materials including product fact sheets, posters and presentations.
- Attends and organizes community outreach initiatives as needed.
- Supports all activities required to move a product concept through the CanAssist Product Gate Process, including analysis and presentations.
- Acts as a subject matter expert on customer needs.
- Works directly with the Engineering Manager to create comprehensive user requirements.
- Works directly with the Engineering Manager to ensure that product conceptualization is feasible from an engineering, manufacturing and distribution perspective.
- Supports the promotion and marketing of our products through trade shows, tours and other targeted engagements.
- Provides support and back up for Client Relations including some data entry.
- Other activities as required.

Required Skills and Qualifications:

The successful candidate will possess a business diploma with a background in and knowledge of market research and marketing strategies as well as excellent interpersonal and communication skills, both verbal and written. The ideal candidate will possess strong market research skills, with a particular interest in the product development process. The candidate must be able to work independently, with direction from senior CanAssist staff.

Preferred Additional Skills and Qualifications:

Experience in working with seniors and/or people with disabilities would be considered an asset but not a requirement.

Submission Requirements and Contact Information:

Please submit a cover letter and resume, as well as contact information for three references (in PDF format), to Vicky Irvine, Executive Coordinator, **by November 3, 2017 at 4:30 pm**. Late applications will not be considered. Applications may be submitted by fax (721-7299), or via email attachments (vcirvine@uvic.ca). Only those candidates selected for interviews will be contacted.