

Job Posting: 177126 - Position: S26 Consumer Insights Analyst - Summer 2026 Co-op/Intern 177126B

Co-op Work Term Posted:	2026 - Summer
App Deadline	01/21/2026 09:00 AM
Application Method:	Through Employer Website
Posting Goes Live:	01/14/2026 11:42 AM
Job Posting Status:	Approved

ORGANIZATION INFORMATION

Organization	Definity Financial Corporation
Address Line 1	111 Westmount Road South
City	Waterloo
Postal Code / Zip Code	N2J 4S4
Province / State	ON
Country	Canada

JOB POSTING INFORMATION

Placement Term	2026 - Summer
 Job Title 	S26 Consumer Insights Analyst - Summer 2026 Co-op/Intern 177126B
Position Type	Co-op Position
Job Location	Toronto, ON
Country	Canada
Duration	4 months
Work Mode	To be confirmed
Salary Currency	CAD
Salary	22.5 per hour for 0 Major List
Job Description	

Definity is the parent company to some of Canada's most long-standing and innovative insurance brands, including Economical Insurance, Sonnet Insurance, Family Insurance Solutions, and Petline Insurance. Our ambition is to be one of Canada's leading and most innovative property and casualty insurers. We can't do that without our people, so we embrace and encourage a culture that's collaborative, ambitious, rewarding, and empowering.

We offer a flexible, hybrid work experience where employees work from the office and virtually depending on the type of work they are doing and who they are working with. Bring your true self and be a part of our journey. It's better here.

YOUR NEXT PLACEMENT

Work term: Summer 2026

Work term length: 4-month

From classroom to co-op to career, every step of your journey has an impact on your future. That's why it makes sense to choose a co-op placement with a company that offers truly rewarding work and real-life experience. At Definity®, your contributions, creativity, and energy will be put to good use, and you'll get to be involved with initiatives that support our strategic goals and use your skills in a supportive team environment.

If you're looking for a company that takes care of its people - full time, part time, and co-ops alike - and has a track record of doing big things, get ready to love it here.

What you'll be doing

- Assist in designing and executing qualitative and quantitative research projects (e.g., surveys, focus groups, secondary data analysis).
- Analyze consumer data using tools like Excel, SPSS, or Tableau to identify trends and patterns.
- Support the development of customer segmentation models and personas.
- Help prepare presentations and reports that translate complex data into clear, actionable insights.
- Collaborate with marketing, product, and sales teams to align research findings with business objectives.
- Monitor industry trends and competitor activities to provide contextual insights.

Job Requirements

What you bring

- Currently enrolled in or recently graduated from a Bachelor's program in Marketing, Business, Psychology, Statistics, Tech or a related field.
- Strong analytical and problem-solving skills.
- General aptitude for data and math
- Some familiarity/ knowledge of survey platforms (e.g., Qualtrics, SurveyMonkey) and data analysis tools (e.g., Excel, SPSS, R, Python).
- Excellent written and verbal communication skills.
- Ability to work independently and in a team environment.
- Detail-oriented with a passion for understanding consumer behavior.

Background checks

This role requires successful clearance of a background check (including criminal checks and leadership references).

Citizenship Requirement	N/A
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APPLICATION INFORMATION

Application Procedure	Through Employer Website
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Special Application Instructions

Please click the "I intend to apply to this position" button on SCOPE and also submit your application via the employer's website.

Application Link: <https://hdks.fa.ca2.oraclecloud.com/hcmUI/CandidateExperience/en/sites/Careers-Definity/job/8815>

Applications are accepted on a rolling basis and the posting may be expired at any time by the employer as submissions are received.

Students should submit their applications as soon as they are ready.