



Ocean  
Alliance  
Canada



# Logistics Analyst

BNOS PROFILE



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## NATIONAL OCCUPATIONAL CLASSIFICATION

10012 - Purchasing Managers

### ROLE OVERVIEW

Logistics analysts in the ocean's economy support the movement of goods across marine and coastal supply chains by applying data-driven methods to improve the efficiency, sustainability, and cost-effectiveness of logistics operations. As a logistics analyst, you would track cargo, analyze performance data, and develop optimized workflows to support smooth and reliable transportation between ocean ports, warehouses, vessels, and multimodal transport hubs.

Logistics analysts evaluate freight routes, inventory trends, delivery timelines, and carrier performance to ensure that goods move efficiently while minimizing environmental impact. They may also forecast demand, analyze cost structures, and coordinate with suppliers, customs brokers, shipping companies, and internal teams to address supply chain challenges and align logistics with organizational needs.

A logistics analyst must have strong analytical and communication skills, be comfortable working with digital platforms and large datasets, and have a practical understanding of marine transportation systems. This role supports the sustainable growth of the blue economy by applying innovative logistics strategies to reduce marine freight emissions, support green procurement, and integrate circular economy practices. Analysts may also support regulatory compliance by ensuring that logistics operations meet international shipping, trade, and environmental standards.

This role could be employed by marine shipping companies, port authorities, offshore resource companies, aquaculture firms, all levels of government, or in a consulting capacity. They often work cross-functionally with planning, procurement, operations, and sustainability teams, and may specialize in areas such as digital supply chain analytics, marine risk assessment, emissions reporting, or coastal freight network optimization.

### EDUCATION AND EXPERIENCE

- A bachelor's degree or college diploma in business administration, commerce or economics
- Designation as a Supply Chain Management Professional (SCMP) or registration may be required.



## TECHNICAL COMPETENCIES

### LOGISTICS PLANNING & OPTIMIZATION

**Develops logistics strategies and workflows to optimize the movement and storage of goods in marine and coastal contexts to improve efficiency, reduce cost, and increase sustainability.**

- Analyzes shipping routes, port operations, and schedules to identify efficiencies and reduce transit times to ensure timely and sustainable marine deliveries.
- Forecasts inventory levels, transport demand, and storage capacity to support accurate planning and ensure readiness across the marine supply chain.
- Reviews and optimizes inventory and distribution procedures to reduce carrying costs, minimize waste, and improve operational agility.
- Reorganizes shipping schedules and consolidates loads to maximize transport utilization and minimize the movement of empty vessels or containers for cost-effective logistics.
- Coordinates multimodal marine logistics activities—including integration with road and rail systems—to streamline transitions and reduce handling time and expense.
- Identifies and monetizes excess transport or storage capacity to reduce idle resources and improve financial efficiency in marine logistics operation.

### DATA ANALYTICS & REPORTING

**Uses logistics data systems and analytical tools to monitor, evaluate, and improve marine supply chain performance to support evidence-based decision-making and operational resilience.**

- Collects and interprets transportation, delivery, and customs data to identify delays, optimize flow, and improve service reliability across marine logistics networks.
- Builds and maintains dashboards, KPIs, and performance reports to track logistics efficiency and support continuous improvement initiatives.
- Applies analytical tools and methods—including modeling and cost-benefit analysis—to forecast demand, evaluate performance, and inform strategic decision-making.
- Conducts root-cause and scenario analyses to identify vulnerabilities and test responses to disruptions in marine supply chains.
- Develops and maintains data models for logistics use cases such as cost estimation, risk analysis, and demand forecasting to guide operational planning.
- Computes and reports logistics metrics (e.g., on-time delivery, order fulfillment, inventory turnover) to evaluate effectiveness and support supply chain optimization efforts.



## TECHNICAL COMPETENCIES

### DIGITAL SYSTEMS & TOOLS

**Operates and integrates digital logistics platforms and marine monitoring technologies to improve accuracy, traceability, and coordination across the marine supply chain.**

- Uses TMS, ERP, AIS, and related platforms to track shipments, optimize routing, and support real-time decision-making in ocean freight operations.
- Integrates IoT sensor and telematics data from vessels, containers, and equipment to monitor cargo conditions and ensure transport integrity.
- Maintains and audits digital logistics records and databases to ensure data accuracy, traceability, and regulatory compliance.
- Enters logistics data into digital systems to support analytics, inventory tracking, and operational planning.
- Uses EDI tools and automated data exchange systems to facilitate accurate, timely communication between shippers, carriers, and port authorities.
- Implements digital innovation projects such as predictive analytics, remote route navigation, or blockchain solutions to enhance logistics coordination and reduce manual intervention.

### COSTING & FINANCIAL INTEGRATION

**Manages financial and pricing systems related to logistics operations to ensure accurate cost allocation, budget alignment, and pricing transparency.**

- Manages logistics costing systems to ensure pricing structures accurately reflect operational expenses and support informed financial planning.
- Develops and maintains freight rate databases to help identify cost-effective transportation modes and improve decision-making across supply chain teams.
- Implements and maintains vendor payment systems to ensure timely and accurate transactions aligned with service-level agreements.
- Analyzes cost data from shipping, warehousing, and transport activities to identify variances and recommend efficiency improvements.
- Collaborates with finance and procurement teams to align logistics strategies with budget objectives and pricing policies.
- Monitors logistics cost trends and benchmarks to support competitive pricing strategies and long-term sustainability in the marine logistics market.



## TECHNICAL COMPETENCIES

### STAKEHOLDER RELATIONS MANAGEMENT

Identifies the needs of relevant actors working in partnerships with all necessary parties, to achieve a well-balanced solution to a desired project, process, or program.

- Builds and maintains relationships with logistics stakeholders—including carriers, port operators, and customs brokers—to ensure efficient and compliant cargo movement.
- Coordinates with internal departments such as procurement, finance, and operations to align logistics strategies with organizational priorities and resource planning.
- Leads or contributes to cross-functional planning sessions to resolve bottlenecks, balance capacity, and improve coordination across the marine supply chain.
- Communicates with external service providers to monitor performance and ensure delivery expectations are met in line with marine logistics service standards.
- Engages with logistics management teams to identify service-level improvement strategies and recommend solutions to enhance efficiency and reduce cost.
- Escalates unresolved or high-impact logistics issues to appropriate stakeholders to ensure timely resolution and minimize operational disruptions. Collaborates with finance and procurement teams to align logistics strategies with budget objectives and pricing policies.
- Monitors logistics cost trends and benchmarks to support competitive pricing strategies and long-term sustainability in the marine logistics market.

### SUPPLIER ENGAGEMENT & PROCUREMENT SUPPORT

Engages with vendors and procurement teams to ensure availability of materials and services necessary for marine logistics operations.

- Contacts vendors to verify material availability to support timely procurement and maintain continuity in the marine supply chain.
- Coordinates with procurement teams to align inventory needs with sourcing timelines and budget requirements in coastal or offshore contexts.
- Evaluates supplier capacity and reliability to ensure that marine logistics operations are supported by dependable and responsive vendors.
- Collects and organizes supplier data to support bid evaluations, performance reviews, and sourcing decisions.
- Tracks vendor performance against logistics KPIs to identify issues, enforce expectations, and support continuous improvement.
- Escalates sourcing or fulfillment risks to procurement or logistics management to prevent disruptions in marine operations.



### COMMUNICATION

**Delivers clear, concise, and context-sensitive communications to internal and external stakeholders to promote understanding and support decision-making in ocean logistics operations.**

- Prepares and presents logistics reports, summaries, and visualizations to communicate performance outcomes and inform strategic decisions.
- Translates complex logistics data and analysis into actionable insights for non-technical stakeholders to ensure shared understanding.
- Writes and edits SOPs, technical memos, and compliance documentation to ensure consistency, clarity, and regulatory alignment in logistics procedures.
- Participates in meetings with internal teams and external partners to share logistics updates and align operational goals across marine activities.
- Responds to logistics inquiries and clarifies data or procedures to support collaboration and issue resolution within the supply chain.
- Revises standard operating procedures for logistics processes to reflect operational changes and promote consistent application across stakeholders.

### CONTINUOUS IMPROVEMENT

**Applies professional practices, time management, and critical thinking to achieve high performance and continuous development in a dynamic marine logistics environment.**

- Prioritizes tasks and adapts workflows to manage shifting logistics demands and maintain service levels in complex marine supply chains.
- Identifies and acts on opportunities for operational efficiency, cost savings, or sustainability to improve logistics performance and value.
- Recommends improvements to existing or planned logistics processes to enhance overall effectiveness and reduce waste across ocean transport systems.
- Monitors emerging trends, standards, and innovations in marine logistics to proactively adapt strategies and maintain competitiveness.
- Maintains professional integrity and safeguards sensitive logistics data to uphold ethical standards and organizational trust.
- Engages in continuous learning and industry involvement to expand knowledge of logistics technologies, environmental practices, and regulatory developments in the blue economy.



## LEGAL, POLICY, & REGULATORY COMPETENCIES

### REGULATORY COMPLIANCE

**Adheres to specific regulations, codes, and legislation within a defined jurisdiction to ensure the health and safety of others.**

- Applies international marine safety and environmental regulations (e.g., MARPOL, SOLAS, IMDG) to logistics operations to ensure legal compliance.
- Maintains accurate and complete documentation for import/export activities, including bills of lading and manifests, to meet regulatory requirements.
- Coordinates with port authorities and regulatory bodies to verify compliance with inspection, safety, and cargo handling protocols.
- Tracks and implements regulatory changes that impact marine transport to update procedures and ensure organizational alignment.
- Prepares compliance audits and reports to demonstrate adherence to shipping and trade regulations to protect the organization from legal risk.



## ENVIRONMENTAL COMPETENCIES

### SUSTAINABLE MARINE LOGISTICS

**Evaluates and reduces the environmental footprint of marine logistics operations to support sustainable ocean economy practices.**

- Identifies opportunities to reduce marine freight emissions through routing optimization, vessel selection, and modal shifts to minimize environmental impact.
- Supports carbon accounting and lifecycle assessments of logistics activities to measure emissions and inform sustainability reporting.
- Evaluates supplier and carrier environmental practices to align procurement decisions with sustainability goals in marine logistics.
- Implements circular logistics strategies such as reverse logistics and marine waste recovery to minimize resource consumption and support environmental stewardship.
- Inputs carbon-output and impact data into environmental management systems to track emissions and monitor progress toward environmental targets.
- Compares environmental policies and locations of carriers or suppliers to support transport decisions that align with ESG objectives and marine conservation principles.