



Product Manager

Classification

Exempt

Reports to

Director of Marketing

Date

5/2/17

JOB DESCRIPTION

Summary/Objective

The Product Manager is responsible for the strategy, roadmap, and overall commercial objectives of assigned product lines in a b2b environment. The position is responsible for the coordination of activities across all functions to achieve these goals during development and commercial execution. The product manager will take ownership and fully own the product line from forecasting, inventory, backorders, quality, profitability and growth. This person will 1) develop an expert understanding of our products and customers and 2) gather, validate, and summarize market information, ultimately leveraging this to improve our sales and marketing capabilities. This person will work in close collaboration with the sales, engineering, and production teams.

- Employ marketing best practices such as customer segmentation, Voice of the Customer, product portfolio management, competitive positioning, market assessment, pricing, and new product development across assigned product lines
- Manages product launches and the product lifecycle
- Directs market development, sales promotion, distribution and pricing policies
- Analyzes market trends and potentials and recommends changes, improvements, or deletions in assigned product or products
- Regularly perform pricing and competitive analysis by customer channel and recommend strategies to improve market position, improve quality and reduce costs
- Drives the voice of the customer processes for assigned product areas
- Work closely with sales organization to create a rolling forecast to be used in Sales and Operations Planning process.
- Leads the marketing function for the new product development process and product launch

- Lead efforts to understand the competitive landscape and provide competitive differentiation through the development of product plans
- Reviews complaints and suggestions relative to assigned product or products
- May assist in the preparation of advertising for the products represented and may supervise such activities as market research for assigned products. May also develop and suggest ideas for new products
- Participates in trade shows and sales promotion
- Develops and executes product training for internal and external stakeholders
- We are looking for an experienced Product Marketing Manager who will have broad responsibility within offer management, content management, web/email management, lead management, and general sales support.
- Ability to interpret data and objectively evaluate ideas with sound judgment and strong decision making skills
- Strong attention to detail and highly organized with the ability to handle multiple-tasks simultaneously and meet deadlines
- Other Duties as Needed – Take on a variety of miscellaneous projects as they emerge as needs in our growing, dynamic company.

Competencies

1. Customer Focus
2. Integrity and Trust
3. Action Oriented
4. Listening
5. Self-development
6. Time Management

Supervisory Responsibility

This position has no supervisory responsibilities.

Work Environment

This job operates in a professional office environment. This role routinely uses standard office equipment such as computers, phones, photocopiers, filing cabinets and fax machines.

Position Type/Expected Hours of Work

This is a full-time position.

Travel

Travel is primarily local during the business day, although some out-of-the-area and overnight travel may be expected.

Required Education and Experience

1. Bachelor's Degree in Marketing, Business or related field.
2. Minimum three years experience as a Product Manager in a fast paced environment

Preferred Education and Experience

1. Experience in the pharmaceutical or meat and poultry industry.

Communication Skills

Excellent written and verbal communication skills are a must. Possess the ability to organize and present information in a clear and concise manner as well as able to write reports, business correspondence and proposals.

Other Duties

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.