

Position Title: Junior Product Manager

Position Reports to: Product Manager

Major Role

Support Product Manager in ongoing management of existing product line and the development of new products. Provide insights and key results from trend and market research while offering recommendations for line improvements. Serve as a liaison and support for the sales team and customer service by providing relevant and up-to-date product education and supporting materials for the entire product line.

Responsibilities

- Support Product Manager in the development of new products from initial design concept through commercialization.
- Maintain company-wide calendar for new product development and product launches. Provide regular communication to relevant teams regarding development, changes in launch timing, forecast needs, etc.
- Assist with managing product lifecycles by identifying products that need promotional focus due to over inventory, end of lifecycle, etc. Work with the product manager and sales team to develop a strategic plan.
- Assist in developing product launch kits and provide educational training for sales team to support new product launches.
- Create product presentation slide for use by sales team for all new products and update existing product slides as needed.
- Complete all new item set-up forms and provide to Operations team for system set-up.
- Responsible for the management of product information on the company's master product database. Includes handling pricing changes, product availability issues, new item set-ups and making sure that all aspects of the product set-up process are completed and updated prior to the products availability date.
- Share identified target user groups and demographics with suggestive selling techniques to the sales team for new and existing products. Provide ongoing product training.
- Ongoing research into consumer insights, competitive analysis and consumer trends to identify new & emerging trends, new competitive products and new market opportunities.
- Responsible for managing and updating price list on an annual basis.
- Assemble and provide monthly product report to President/CEO for company-wide report to headquarters.
- Review and approve content of all customer print materials for accuracy of artwork, product images, product descriptions, SKU numbers and pricing (catalogs, flyers, etc.)
- Assist customer service team with consumer and customer product questions as needed.
- Perform other duties as assigned, as well as duties that are unique and/or specific to assigned department.

Key Performance Indicators

- Identify relevant key industry trends and key consumer trends and make product recommendations to promote existing products and/or development of new products
- Successful execution of new product launches and key product initiatives by providing relevant and timely content to sales team
- Develop and maintain positive working relationships with sales and customer service teams
- All activities promote American Tombow mission and principles

Qualifications

Education and Experience:

- Bachelor's degree in Marketing or related field or equivalent experience
- 1-2 years of consumer products marketing

Business Systems Knowledge:

- Microsoft Office applications (Word, Excel, PowerPoint, Outlook, Access)

Key Competencies:

- Interpersonal and communication skills
- Natural enthusiasm for consumer product marketing
- Gaining commitment and building trust
- Analytical thinking skills
- Customer focus
- Ability to collaborate and function in a team environment
- Ability to travel as required to support and participate in key account activities & trade shows

Work Environment

Work is typically performed in a standard office setting working at a desk or table on a level surface. Travel will be required. May be required to work more hours than normal during a regular workweek depending on workload and deadline requirements.

Position Specifications

Direct Reports:	None
Line Manager:	Product Manager
Department:	Marketing
Date Posted:	8/5/2019