

POSITION DESCRIPTION

WAGNER SPRAY TECH

Exempt: X
Non-exempt:

Title: Associate Product Manager I

Date: January 1, 2017

Reports to: Product Director / Product Manager

Revised: New

Position Objective:

The Associate Product Manager I will work with and support the Product Manager and Product Director in the delivery of their objectives. Specifically responsible for execution of more tactical product line management responsibilities, including SKU management and rationalization, category, model, and SKU level forecast monitoring, market mapping and competitive product comparisons, and coordination of product and competitive product testing, In addition, assist managing sustaining project management with other disciplines to deliver product Quality activities and Sales activities.

Accountabilities:

% of time

Priority Order

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| 25% | 1. Using the new Product Creation Process, assist the Product Manager (PM) and/or Director (PD) in driving new product research and development, standard and derivative product teams during feasibility stage, managing expectations relative to product features/benefits, project timing, and cost/other financial targets. |
| 25% | 2. Working closely with PM and/or PD, ensure the development of an ongoing market intelligence program to track and measure competitive placements, customer needs/requirements, and customer satisfaction with the current product portfolio. Assist in the development of Market Maps for the assigned product categories on a regular basis to ensure all are up to date on the current state of the market and competitive offerings. Develop and maintain database of competitive product information for the assigned product category. |
| 15% | 3. Evaluate product performance relative to return rates, customer service feedback, and competitive placements and comparisons, to drive product strategy and development initiatives and ideas. Assist the PM and/or PD in implementation of consequent plans. |
| 10% | 4. Coordinate projects with multiple technical components for the production of new and existing products within budget, specification and on time. Schedule task deadlines for Engineering, Purchasing, and |

Production departments to ensure projects are completed on time. Core team member on new product development teams.

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| 10% | 5. Work closely with Marketing Communications to ensure the accuracy and timeliness of product launch materials, including advertising, POP, brochures, merchandisers, other sales literature, and training materials. |
| 10% | 6. Assist in developing recommendations for dealing with recurring or intermittent product management issues. Manage product field testing, reporting, and dissemination |
| 5% | 7. Provide training to employees and ensure optimal product knowledge to effective market it against competition. |
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Relationship to Others:

Work in a team manner throughout the organization to accomplish category goals and objectives. Play an active and participative role in the implementation of category plans for their respective categories throughout the organization, with special attention to new product development and the Product Creation Process. This will require interaction with Account Management, Channel Marketing, Marketing Communications, Purchasing, Manufacturing, Quality, and Finance.

Dimensions of Position:

Work in direct communications with consumers, retail customers, sales organization, and vendors. The APM I will work with confidential information, including company financials and costing data.

Skills and Knowledge

***Education**

- Bachelor's degree in business management, marketing, engineering, operations, or related field is preferred. Associate's degree in business or related field is required.
- Formal leadership and/or management training during professional career also a strong plus.

***Experience**

- One to three years of marketing/product management/sales within a consumer durables or related business preferred, although can be entry-level for outstanding candidates.
- Experience working with big box DIY retailers, specialty hardware and paint channel outlets, and/or contractors preferred.
- Experience with a formal phase/gate process a plus

***Skills**

- Project management - having a detail orientation in order to complete projects on time and within budget.
- Cultural Sensitivity - understanding how to work globally
- Critical Thinking - using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems.
- Speaking - Talking to others to convey information effectively and presenting materials effectively and professionally
- Judgment and Decision Making - Considering the relative costs and benefits of potential actions to choose the most appropriate one.
- Ability to read blueprints and shop drawings a plus.
- Ability to handle multiple projects at same time in a fast pace work environment
- Strong initiative, energy, and positive attitude.

***Technology**

- Working ability with Microsoft Office software to include basic level of Microsoft Outlook, Power Point, Word and Excel.