

**Position Title: Product Manager****Position Reports to: Director of Marketing****Major Role**

Consistent with the vision and values of American Tombow, Inc the Product Manager will be responsible for all aspects of the product planning and product marketing for the North and South American markets. The Product Manager will manage the assigned product categories on a daily basis working closely with sales, operations and customers to communicate product needs to the product development teams, develop sales tools for training of sales personnel and develop and execute marketing plans and new product launches that provide for the achievement of profitable sales growth.

**Responsibilities**

- Manage all aspects of the product lifecycle from concept through product discontinuation for assigned products.
- Brand Alignment – understand brand positioning and translate into product offerings that are relevant to target customers and differentiated from the competition.
- Core product line business growth – define and develop product strategies, selling plans and identifying new business opportunities for core products that optimize product placements, profitability and sku management.
- Consumer & Market understanding – Articulate consumer needs and marketplace dynamics that impact the product line. Determine which needs are most important and translate them into clear direction for design, product development and advertising.
- Responsible for new product launches and introductions including development of product packaging and merchandising strategies along with the development and dissemination of sales collaterals, announcements and training materials needed by sales personnel, customers & for use on the website.
- Development of annual sales plan by sku and promotional calendar to correspond to key promotional periods for assigned product categories and channels. Includes the development of all promotional materials, collaterals and merchandising display programs required to support channel promotions.
- Conduct market research to identify and track market trends in the channel along with developing and maintaining a competitive analysis of other channel competitors.
- P&L Management – Develop and manage required product line sales and gross margin goals. Assist in the setting of pricing to achieve revenue and profit goals across product line.
- Manage all product compliance ensuring that all products are properly labeled and compliant to U.S. and state regulations. Attend ACMI and WIMA industry meetings as required.
- Participate in key account sales preparation and collaborative planning meetings with Director of Marketing, Sales Managers and field sales personnel.
- Communicate with Sales Managers on key account presentations & placements of new products to assist purchasing in planning initial product launch inventory needs based on known key account requirements.
- 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.
- Responsible for management and updating of customer product placement matrix for assigned products in tandem with sales.
- Perform other duties as assigned, as well as duties that are unique and/or specific to assigned department.

### **Key Performance Indicators**

- Sales and profitability metrics
- Feedback from field reps and key accounts
- Inventory availability
- Performance of assigned product categories
- All activities promote American Tombow mission and principles

### **Qualifications**

#### Education and Experience:

- Bachelor's degree in Marketing or related field or equivalent experience
- 2 years of consumer products marketing / product management experience
- Product launch & Business development experience with proven successes in Office, Craft & Art channels

#### Business Systems Knowledge:

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

#### Key Competencies:

- Building strategic working relationships with sales people and customers
- Interpersonal and communication skills
- Product management experience
- 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:	Director of Marketing
Department:	Marketing
Date Posted:	1/12/17