

Product Manager

Location: Sowerby Bridge

Overall Purpose

- To be responsible for a range of products, managing them for profitable growth.
- To be the market's representative in the factory.
- To keep this year's products in the market and ready next years in development.
- To bring new products to market that will generate profitable growth.
- To operate the Product Management Process.

Description of responsibility and activity

Front-End of Innovation

- Develop clear and concise product development strategies.

Portfolio Management – typically the annual planning process.

- Manage the process to establish the forward product development plan
- Fix the product launch program for next year in negotiation with the factory and marketing department.

Product Development

Specification Process

- Be a main team member on all new product developments:
- Day to day in on all project meetings
- Only look at their Brand's projects
- Manage the team's understanding of the market through the Voice of the Customer process.
- Be responsible for the product specification satisfying enough of the market requirement.

Product Launch

- Manage product launches for derivative products.
- Team member on breakout and platform product launches.
- Agree global sales strategy with sales groups globally for new products.
- Agree product sales targets with RSDs by country.
- Follow new product into the market to embed selling strategy into the sales teams
- Monthly sales reports
- Negotiating action plans if targets not met
- Follow-up actions from the strategy, such as new sales tools and so forth, as required
- Development of pricing strategies for new products
- Negotiate and agree in-market pricing with the RSDs
- Ensure the inter-company pricing from the factory will result in appropriate in-country effort and any implications on sales targets are realistic
- Be responsible for the product positioning and Customer Value Proposition (CVP)
- Ensure the product benefits, CVP and product positioning are presented correctly in the marketing collateral.
- Coordinate the preparation of the training modules for product launch, in line with the Group Training Initiative.
- Prepare the customer-facing presentations for product launch.
- Ensure the sales teams are adequately trained.
- Ensure technical details are correct in marketing literature.
- Either prepare content for manuals or approve manual content, depending on brand / factory.
- Prepare the body of knowledge for sales team training.
- Coordinate the preparation of sales tools as required.



Product Life Cycle Management

- Have a basic understand of the industry sectors and detailed understanding of the product application within the sector processes.
- Ensure value propositions are applicable, relevant and current.

Sales and profit

- Routine analysis of their Brand's product sales.
- Propose and negotiate actions required if changes are needed to current product pricing.
- Manage the products for growth, margin and end-of-life – exit products as appropriate.

Marketing collateral

- Periodically review collateral for accuracy and to make sure it reflects the CVPs and product positioning. Recommend to Group Marketing and changes required.
- Be responsible for providing the CVPs and product positioning to Group Marketing to enable them to produce suitable collateral for the sales teams.

Body of sales knowledge

- Manage the body of product knowledge and make accessible to sales and internal sales teams on Hoses.
- Ensure current customer value propositions and product positioning are reflected in training modules on current products.

Competition

- Analysis of specific competition, oversee competition product testing, comparison and publishing of InFlows, training modules and other sales tools.

Customer notifications

- Depending on factory / brand and product type, control the process of customer notification of product changes.

Factory / production support

- Be part of the production concession process to accept out of spec components, but only when it will impact on the customer and will affect fit / form / function.
- Manage changes (temporary or permanent) to availability / lead time of products.
- Owner and guardian of the finished product part codes (part numbers) and names in the ERP systems – Aflex Hose leads this as need to have one lead in the Group to ensure inter system transparency.
- Ensure validation records for their brand's products are kept up to date appropriately stored and used according to brand needs. This may be actioned by the factory, depending on location and brand.
- Feed back into minor design changes to improve current products.
- Be involved in customer complaints as necessary or specifically required for the brand / factory.
- Manage recall process as required.
- Ensure the factory maintains spares provision after end of life.

Hours will be:

Monday – Thursday – 8.00am – 5.00pm

Friday – 8.00am – 1.45pm



To apply, please send your CV and covering letter to:

Human Resources

Aflex Hose Ltd, Spring Bank Industrial Estate, Watson Mill Lane, Sowerby Bridge, HX6 3BW

Email – recruitment@aflex-hose.co.uk