



Position: Product Management Specialist

Reports to: Director of Product Development and Marketing

Summary/Objective:

The Product Management Specialist is a member of the Product Development and Marketing Team and is responsible for activities related to product development, product management and marketing.

Key responsibilities include: product lifecycle (SKU management), maintain pricebook, POS data, create marketing materials, and support cross functional team with internal product inquiries.

(50% data management, 15% sales support, 15% data sheets, 10% external landscape, 10% internal product training)

Essential Functions:

- Maintain full product lifecycle for the assigned product families including new product development plans, product enhancements, market priorities, identifying suggested replacement product and product discontinuation.
- Maintain PLM database which include updating product attributes, creating new products, product change notifications, price book, and csv exports.
- Support all aspects of new product ideation and concept development, from a marketing viewpoint, such as competitive analysis, naming, pricing, and positioning.
- Maintain and develop price book together with cross functional teams to identify sales quantity, margin, and product turnover.
- Work closely with marketing, design engineers and sales to enhance and expand on existing product descriptions and data sheet information (e.g. review redline data sheet for accuracy and ensure communication with engineering team, participate in engineering meetings)
- Ensure constant observation of relevant markets such as competitor activities, portfolio gaps, demand and supply conditions, deliver monthly POS data, etc.
- Work with cross functional team with internal product inquiries e.g. price, product availability, minimum order quantity.
- Create product marketing materials as needed including product technical specifications, image, datasheet, and internal training materials.
- Conduct internal product training.
- Responsible for product change notification to internal and external customers as needed.
- Establish and maintain positive working relationships with all departments, customers and suppliers.
- Assist the Marketing Director with key projects and perform other duties/projects as assigned.

Qualifications and Experience:

- Bachelor's degree in Business, Marketing, Communications or related field preferred
- Solid quantitative and analytical skill set with the ability to understand data metrics and formulate analyses with data sets
- 3 - 5 years experience working with product teams required
- 2 years marketing analytics and reporting background

- Possess outstanding attention to detail and superior organizational skills
- Strong project management and planning skills
- Proficiency in MS Office, Google G Suite (specifically sheet, slides and doc),PLM, ERP software (e.g. SAP)
- Ability to identify and recommend improvements to enhance productivity and efficiency
- Experience in presentation and training
- Comfortable working in a fast-paced environment with shifting priorities.
- A self-starter who originates ideas, and identifies and captures opportunities
- Excellent verbal and written communication skills
- Thrives in a team environment, enthusiastic, self-motivated, and persistent
- Ability to apply interpersonal skills to develop & maintain effective working relationships
- Ability to effectively navigate, influence, and participate in groups, teams or projects
- Ability to travel periodically to VCC's Tijuana, Mexico facility as needed

Competencies:

Communication: Communicates clearly and concisely with the audience in mind, maintaining relationships. Listens effectively to uncover needs; identifies and raises issues to problem solve in a positive and constructive manner.

Drive for Results: Commits to making a difference and continuously raising personal standards and striving for superior performance. Strives to go beyond what is expected. Assumes personal accountability for delivering on or exceeding expectations.

Continuous Improvement: Challenges the status quo for positive improvement. Analyzes current processes and workflow to create greater efficiency and productivity. Encourages brainstorming, solicits and implements new ideas for improvements. Understands that change is required to remain successful and competitive.

Flexibility: Manages and adjusts to changing priorities and work assignments effectively. Is flexible, adaptable and open to change. Willing to modify decisions as changing circumstances or data dictate. Can shift gears comfortably, deal with ambiguity and uncertainty. Creative thinking and thinks out of the box and open to see alternative solutions, challenges assumptions, encourages and supports new ideas and takes appropriate risks.

Initiative: Identifies what needs to be done and takes action before being asked or the situation requires it. Does more than what is normally required in a situation. Seeks out others involved in a situation to learn their perspectives. Is personally committed to and actively works to continuously improve his/herself.

Make Good Decisions: Makes good decisions (with time constraints and resources) based upon a mixture of analysis, wisdom, experience, and judgement; most of his/her solutions and suggestions are correct and accurate when judged over time; sought out by others for advice and solutions. Able to see the relationship of the parts to the whole of the organization, to know how one's actions affect others and business outcomes, and encourages teamwork for achieving desired results.

Customer Service & Ease of Doing Business: Is dedicated to exceeding the customers expectations and requirements; understands the customer's perspective, and uses feedback to improve individual and company performances. Acts with customers in mind and establishes effective relationships.