

Plumbing Tools Product Manager

DEPARTMENT: Sales

REPORTS TO: VP of Hardware and Home Center Sales

CLASSIFICATION: Exempt

Responsible for growing the assigned product or product lines through the coordination and administration of a variety of marketing functions and projects while maintaining a cooperative relationship with internal and external customers.

Duties and Responsibilities Include:

- Grow and manage assigned products, product lines and projects within the category.
- Research, recommend and launch new products to meet company growth goals by participating and interacting with various cross functional teams and departments.
- Write and submit appropriate documentation to initiate new product efforts.
- Recommend strategies for the profitable management of assigned products or lines including product positioning, pricing, forecasting, cost reductions, product updates and or obsolescence.
- Provide a 3 year product line plan.
- Provide financial and competitive analysis.
- Coordinate the initial stages in the development of new innovative products including market research, engineering and manufacturing analysis, purchasing and related financial aspects involved in successfully bringing new products to market.
- Conduct secondary market research and competitive analysis through data collection, AI from numerous sources including the web, competitive literature, trade journals, trade industry, and industry data, internal sales data, and financial reports.
- Make recommendations for primary research including surveys and focus groups.
- Perform end user interviews, job site visits, and field testing. Provide customer input throughout the new product development process.
- Maintain an up-to-date database of competitive and market information including product catalogs, price lists, current promotions, new product introductions and regulations.
- Attend trade shows, seminars and other industry events as necessary to stay ahead of the market and trends.
- Interact with distributors, sales and end-users to seek opportunities for new products, packaging, merchandising and their successful placement in the marketplace.
- Draft launch materials for assigned products including product sell sheets, bulletins, product specific merchandising, web site copy and various sales support material needed.
- Work closely with marketing to recommend successful new product launch and overall product line growth.

- Provide sales training as appropriate to effectively convey new product features and benefits.
- Work closely with engineering.
- Regular predictable attendance
- Other duties as assigned

Desired Qualifications

- Bachelor's Degree in Marketing, Business Administration or related area
- At least 2 years of experience working with plumbing tools
- Excellent communication skills
- Must be willing to travel 30% to 50% of the time
- Proficient in MS Office suite of products and internet