



I. Job Description

- * Job Title: Product Manager – Landscape Lighting
- * Reports To: National Director (Scott Tanner)
- * Department: #849 Corporate Support

II. Job Purpose/Objective:

- * The Product Manager (PM) is responsible for the Product Planning and Execution throughout the Product Lifecycle, including gathering and prioritizing product and customer requirements and needs, defining the product vision, and working closely with Sourcing & Marketing on various projects.
- * The PM also recommends to the National Director and the CMO and VP of Sales, Marketing & Product Management the strategy and tactics for products provided to our customers including product selection, vendor relationships, price guidance, inventory guidance, and marketing programs.
- * The PM is the key resource for the field for sales execution and intelligence for their category. The PM is responsible for directly assisting the field staff to grow revenue and market share by direct action with the field in support of company objectives with a focus on revenue, profitability and market share growth.
- * The PM provides senior staff leadership, expertise, guidance and helps improve execution of company, division, and region sales objectives and plans by working with the Division General Managers, Region Managers, BDR's, Specialists and Sales Center Managers.

III. Job Functions:

- * Drive the entire vision and delivery of innovative new products to keep the business growing and competitive.
- * Conduct market research to identify user needs for new products.
- * Prioritize product opportunities using criteria and requirements defined during research
- * Establish requirements and specifications for existing and new products
- * Lead and participate in planning meetings and provide advice and guidance on direction of products
- * Maintain in-depth knowledge of products, solutions and company offerings.
- * Create buy-in for the product vision both internally and externally
- * Develop product pricing and positioning strategies
- * Drive product launches including working with sales & marketing departments
- * Develop promotional plans with vendors thru marketing
- * Act as a product evangelist to build awareness and understanding
- * Support field sales with joint sales calls to promote the products
- * Work collaboratively with other support departments (i.e. sourcing, marketing and pricing) to meet category growth objectives.
- * Serve as a focal point for information and market intelligence for your channel.
- * Provide expertise and advice on specific products and programs.
- * Monitor competitor activity, competitive products and report findings and specific recommendations.
- * Provide direction to Sourcing Manager on price target, levels, discounts, costs and other profit components to maximize category profitability while growing share.
- * Participate and contribute in annual Management meetings focused on creating opportunities for improved sales execution and other actions to grow category share, gross profit, and gross margin % for the company.
- * Work collaboratively with the Director of Employee Training and the Landscape Lighting Training Specialist to identify training requirements, programs and materials for use in training category specific product lines to achieve growth objectives.
- * Participate in annual vendor meetings

IV. Job Requirements:

- * 5+ years' previous experience in field sales, sales management or product management in the Landscape industry and/or Landscape Lighting industry thru Manufacturing, Manufacturers Rep Agency or Distribution channels
- * Ability to develop product and marketing strategies and effectively communicate recommendations to management
- * Solid technical background with understanding of installation processes
- * Ability to manage and build vendor relationships
- * Excellent oral, written and presentation communication skills
- * Proficiency in the use of Microsoft Office products
- * Demonstrate success defining and launching products
- * Ability to perform night-time demos for Contractors and their clients
- * Excellent teamwork skills
- * Proven ability to influence cross-functional teams without formal authority
- * Ability to travel 50%+ of the time