

## **BRODART COMPANY IS ACCEPTING APPLICATIONS FOR:**

**POSITION:** PRODUCT SPECIALIST - CATALOG  
**DEPARTMENT:** 0141 – BRAND AND PRODUCT MARKETING  
**FACILITY:** ARCH ST., WILLIAMSPORT

### **SUMMARY:**

Under the supervision of the Supervisor - Product Specialist, the Product Specialist manages the lifecycle for products in assigned categories through associated vendor partnerships and implementation of merchandising and marketing techniques under the direction of the Marketing Management. The Product Specialist will work towards company determined initiatives for market penetration through extensive data analysis and market research. Product lines managed require multiple high levels of detail orientation and organization. This position will determine the most effective merchandising technique for the category and coordinate the collection of necessary selling information to internal and external users. The Product Specialist will coordinate a wide variety and volume of projects at one time with varying levels of complexity and difficulty.

### **ESSENTIAL FUNCTIONS:**

- Carry through company initiatives for the growth in each product category
- Recommend promotional strategies to support assigned product categories
- Keep abreast of competitive landscape and market trends
- Implementation of promotional and pricing strategies
- Research and serve as expert on assigned market segments and product areas
- Monitor and maintain supporting product data and selling assets
- Keep product lines current by researching new product
- Improve product development
- Understand markets
- Responsible for Catalog production and coordination of related marketing materials and merchandising strategies, working collaboratively with other members of the marketing team

### **REQUIRED SKILLS AND ABILITIES:**

- Ability to analyze historic product line performance and forecast future growth
- Ability to maintain a clear, deep understanding of the products and product lines managed
- Team-oriented with ability to work in an integrated organization

### **WORKING CONDITIONS:**

- Normal office environment

### **MINIMUM QUALIFICATIONS:**

- High school education or equivalent; Associates degree preferred.
- Ability to work well in a fast-paced, ever-changing environment
- Ability to interact with people internally and externally at all levels
- Willing to travel in the United States, as well as Canada
- Team-oriented with ability to work in an integrated organization
- Demonstrated time and project management skills

**Brodart Co. is an Equal Opportunity/Affirmative Action employer. All qualified applicants will be considered for open positions without regard to age, color, national origin, religion, gender, protected veterans status, marital status, disability, race, sexual orientation or any other protected status in accordance with applicable federal and state equal opportunity laws.**