



### **Product Development Manager Job Description**

The Product Development Manager is a mid level position. Responsible for developing and executing product design, development and documentation of all products for assigned product categories meeting/exceeding sales and margin plan. The Product Development Manager will also be responsible for the development of Marketing Coordinators if assigned.

West Chester will be moving to Sharonville, Ohio in May 2014.

Reports to the Director of Product Development.

### **Key Responsibilities**

- Responsible for the management of assigned categories meeting/exceeding margin and sales plans.
- Responsible for design, development and execution of new products in assigned categories for core and private label lines to include:
  - Communicating with factories the product specifications of proposed new product.
  - Monitoring, tracking and organizing of all approved proposed new product samples and collect costs.
  - Complete P&L for all core items and communicate cost for private label product.
  - Approve all Pre-production samples.
  - Accurately complete item set up requirements and all related documents; communicate to procurement, quality department, marketing and sales.
- Yearly sales/ margin review of assigned categories; conduct sku rationalization of line. Executed /communicate go-forward plan to all parties.
- Work to ensure product specifications are accurate and up-to-date then communicate to procurement, quality department, marketing and sales of changes.
- Coordinate with Marketing Communications strategic direction for product catalogs, new products, sell sheets, and launch programs on assigned categories.
- Understand competitive marketplace for assigned categories and document competitive cross references.
- Take on additional responsibilities as assigned from the Director of Product This position will report to the Director of Product Development.

### **Required experience and knowledge:**

1. Bachelor's Degree required
2. 3-5 years of experience in product management
3. Ability to manage multiple tasks
4. Must have a sense of urgency and be deadline-oriented
5. Must have strong analytical skills
6. Must have strong interpersonal skills and communication skills.
7. Demonstrates attention to detail /organizational skills
8. Excellent written and verbal communications.
9. Ability to work independently within a team environment.
10. Strong MS Office proficiency is a must.