

# Product Manager

## We are looking for a Product Manager to join our busy Commercial Team

**Purpose of the role** - Reporting to the Managing Director, this is a newly created role within the company to aid its global expansion strategy. Responsible for working closely with the business development, sales and technical development teams to identify, prioritise and manage the pipeline of future product and market developments. The Product manager will also work closely across our wider group to manage the performance of our existing product portfolio. Analysing market, customer and business needs this is a multi functional role that will have prominence in the organisation.

Once successful in the role, the product manager will have the opportunity to further develop by helping with the creation of a wider innovation management team across the business.

### Main duties & responsibilities

- Development and management of the company's product portfolio.
- Leading the development of a product and business development strategy for the company
- Identify pipeline opportunities across our global business and other group companies
- Monitor market trends and research next markets for entry. Identifying and filling product gaps and generates new ideas that grow market share, improves customer experience and drives growth
- Creates buy-in for the product vision both internally and with key external partners
- Development of product pricing and positioning strategies
- Translates product strategy into detailed requirements and prototypes
- Scopes and prioritizes activities based on business and customer impact
- Works closely with engineering teams to deliver with quick time-to-market and optimal resources
- Drives product launches, include working with all departments, executives, and other product management team members
- Evaluates promotional plans to ensure that they are consistent with product line strategy and that the message is effectively conveyed
- Acts as a product specialist to build awareness and understanding across the company
- Represents the company by visiting customers, exhibitions, researching new opportunities, technologies and markets
- Person specification
- Minimum 3 years experience in product management or as an associate product manager within a FMCG or manufacturing business.
- Proven track record of managing all aspects of a successful product throughout its lifecycle
- Proven ability to research, develop product and marketing strategies and effectively communicate recommendations to executive management
- Skilled at working effectively with cross functional teams
- Excellent written and verbal communication and influencing skills
- Project Management skills
- Working within the packaging industry
- Experience of International and multi site product development
- Understanding of tooling development and capex justification.

If you or someone you know wishes to apply, please contact [hr@i2rps.com](mailto:hr@i2rps.com)

