

Department	Job Title	Reporting to
Sales – Industrial	Product Manager – Industrial Respiratory	Vice President – Industrial Safety
Date	Revision	Approved by
16/10/19	1	
Job Status		
Full-time <input checked="" type="checkbox"/>	Part-time <input type="checkbox"/>	Temporary <input type="checkbox"/>
Location		
Letchworth <input checked="" type="checkbox"/>	Stranraer <input type="checkbox"/>	Home Based <input type="checkbox"/>

Purpose/Objective:

Manages Industrial Respiratory protection products in the Industrial Safety Business Group. This product portfolio consists of powered air purifying respirator (PAPR) and negative pressure (APR) products and all applicable accessory items. This position is responsible for managing a product portfolio, develops appropriate market segments to permit the expansion of company business activity for these products and establishes product strategy. Position serves as a customer interface to promote our products and shares the responsibility for ensuring positive customer experience via interfaces with sales administration, customer service, marketing communications and outside field representatives.

Key Duties/Responsibilities:

- Be the primary face to standards committees and regulatory/certification (e.g., ANSI, EN, NIOSH) bodies to enable realization of applicable revenue plan (forecast) and Business Development Pipeline
- Interface with customers and end users to determine product requirements, identify and suggest products that satisfy customer requirements
- Lead the development of strategic product portfolio roadmaps and product strategies
- Manage the development of business case for investments in product capability or business opportunity
- Manage product line definition, product configuration management, product line extension and “cradle-to-grave” aspects of product portfolio
- Manage business case analysis process to ensure business objectives are defined and achieved with new product introductions
- Manage product development priorities. Coordinate with functional managers to ensure product portfolio priorities and objectives are aligned and achieved
- Proactively manage internal and external customer satisfaction continuous improvement
- Prepare proposals and/or bids based on knowledge of products
- Monitor the status of orders and communicate with customers, as necessary
- Develop product pricing strategy
- Manage the distribution strategy and objectives for the product portfolio
- Identify and develop key customer and partner relationships
- Coordinate activities with product distributors, scheduling, manufacturing, engineering, quality, purchasing, and shipping departments to ensure the appropriate products are shipped per customer specifications
- Collaborates with a wide variety of function areas such as sales, marketing, engineering, production, quality control and manufacturing to develop and produce products responsive to customer needs and market opportunities
- Interface with Marketing Communications in product launch planning and deployment using New Product Launch Standard Operating Procedures
- Track revenue achieved from new product introductions versus business cases and identify opportunities to accelerate market uptake of new products.
- Develop and conduct product training for the business development, sales team and distributors.
- Participate in trade shows, customer visits, conferencing and marketing events
- Provide constant contact with both internal and external customers at all levels

Skills and Abilities:

- Establish strong relationships at the management/executive level with current and prospective customers to positively posture Gentex Corporation in the current business environment
- Requires a high degree of self-motivation and accountability
- Responsible for coordinating efforts with varying levels of internal and external individuals to ensure that finished products satisfy established requirements and emerging user needs.
- Ability to build a quick rapport with the user and customer and able to persuade customers that our products will best satisfy their needs in terms of quality, price and delivery
- Demonstrate solid sales abilities in all facets of sales and marketing
- Possess strong project management skills and an ability to accomplish goals with limited guidance
- Strong presentation skills are essential to engage the attention of both customers and colleagues
- Possess an inquisitive mind capable of analyzing complex situations and reaching conclusions through logical process of elimination and reasoned debate
- Excellent communicator including strong verbal and written abilities, excellent listening and feedback skills and the ability to provide strong direction
- Working knowledge and use of Microsoft Office applications including Excel, Word, PowerPoint and Outlook

Person Specification:

- Excellent interpersonal and communication skills
- Perform at the highest level of professionalism

Qualifications/Experience:

- Degree educated, preferably in a science, engineering and technical discipline
- Established and experience working within the Industrial Respiratory protection industry
- Prior experience within marketing, business development or product management
- Understanding of related regulatory requirements

Travel:

Generally, travel not req

Limited travel

Regular travel

Please note that the position description is not a full and detailed description of a position. It will only cover approximately 80% of the tasks.

I hereby confirm that I have read and understood the job description and will fulfil my duties and responsibilities in an efficient matter.

Date and Signature of Employee

Date and Signature of Line Manager