

## Job Description

<b>Job Title:</b>	Junior Product Manager – Fitness UK & Eire
<b>Reporting to:</b>	General Manager
<b>Direct Reports:</b>	None
<b>Division:</b>	Product Management

### Purpose of Job

Adapt EMEA Fitness business roadmap plans, in line with UK business objectives with a view to long term category sustainability & profitability.

### Key Duties and Responsibilities

#### Product Management

Provide input to EMEA product management, EMEA cartography, and Olathe Engineering team on new product concepts and overall product line vision, focussing specifically on the needs of the UK & Eire market.

Provide inputs to the UK Sales forecast for new Skus and coordinate overall product transition plans when phasing out EOL & obsolete products.

Help Maintain a sustainable and profitable business by providing direction for the UK & Eire specific products by means of a 12 month rolling roadmap, to include advice pricing and other suggestions for the introduction and exit strategies.

Support UK Sales & Retailers requests or suggestions for (UK & Eire) special bundles, from conception through to delivery

Maintain research on competitive activity and the market in general. Information to be provided to management on a monthly basis or as required.

Collate, filter and propose new product ideas/improvements from the UK business to EMEA/Global product development team.

Responsible for giving direct feedback for new product concepts that are generated by engineering and ultimately give approval for the UK & Eire.

#### Product Marketing

Provide input to EMEA product marketing team during development of PIP documents, focussing specifically on the needs of the UK & Eire market.

Provide UK Marcoms team with consistent product marketing input that will effectively introduce products and influence advertising, trade show participation and other key activities during the life cycle of the product as required

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Work closely with the UK & Eire trade marketing team to ensure short-term sales promotions do not compromise longer-term product segment profitability and brand reputation, and give input as required on a regular basis.

Liaise with EMEA product marketing team and UK Marcoms team to provide product documentation, specifications sheets, sales presentations and localised packaging and other associated product material. Also required to take the lead on the training presentations for the UK Field training teams and any other educational material required.

Act as the Fitness product evangelist for sales, trade marketing and PR, through feature presentations and user demonstrations as required.

Provide training and assist regional sales managers in understanding the product line.

Additional Duties:

As required by the UK General Manager.

### **Education and Experience**

Degree in marketing, engineering or other related field.

Proven experience in the marketing or sales of consumer electronics

Proven extensive experience in product marketing.

Product management experience

Excellent time management and project management skills.

Excellent verbal, written and presentation skills.

Proven technical aptitude with consumer electronics.

Competent with MS Office and other software packages.

Ability to travel both domestically and internationally as required.

Personal interest in Fitness , specifically Cycling and Running (trends, emerging technologies)

## Skills

Competency	Level	Descriptor
WORKING WITH DATA & INFORMATION Gathering & analysing information	3	<b>Checks and analyses information</b> Establishes accuracy and relevance of information Extracts key patterns and trends from information. Identifies links between different sets of information. Simplifies information for interpretation and presentation.
Decision making	3	<b>Ensure that decisions are made</b> Seeks buy-in for decisions where appropriate. Makes unpopular decisions when required.  Takes responsibility for making decisions where necessary to move forward
WORKING WITH PEOPLE Managing relationships & Networking	3	<b>Develops relationships</b> Takes account of the impact of own role on the needs of both internal and external contacts Maintains regular two way communication with both internal and external contacts Identifies and nurtures relationships that contribute to the business
Teamworking, Coaching & Guiding	3	<b>Supports team members</b> Encourages all team members to make useful contributions Identifies when team members need support, and provides it.  Responds positively to the contributions of other team members
Communicating, Influencing & Networking	3	<b>Influences the thinking of others</b> Presents relevant and well-reasoned arguments. Presents own points of view with conviction. Adapts and develops arguments to achieve results desired.
ACHIEVING RESULTS Planning & organising	3	<b>Plans to meet departmental objectives</b> Accurately estimates resources to achieve plans Builds alternative actions into plans to deal with likely contingencies Communicates plans to relevant people
Deadline Management	3	<b>Manages resources effectively</b> Briefs others of expectations and their responsibilities Informs other departments of commitments Agrees changes to plans.
Objective setting	3	<b>Takes responsibility for tasks</b> Takes responsibility to ensure commitments are met Regularly reviews progress of tasks Keeps people informed of progress on key tasks Evaluates completed tasks
DEVELOPING THE BUSINESS Generating & building on new ideas	3	<b>Develops ideas into solutions</b> Develops new processes or practices to accommodate new ideas Assesses feasibility of ideas for the business.  Promotes leading ideas with energy and enthusiasm.
Personal development	2	<b>Develop self</b> Builds own knowledge of the organisation, its people and its services Seeks opportunities to develop own skills Accepts feedback constructively, regularly reviews and updates personal development plans
CORPORATE COMPETENCIES Customer Focused	3	<b>Proactively exceeds customer requirements</b> Exceeds customer requirements by proactively addressing their needs Keeps management informed of changes in customer requirements

Innovative	3	<b>Applies new solutions</b> Identifies new and leading edge solutions and applies them to the existing environment Highlights additional customer requirements and implements innovative solutions
Flexible	3	<b>Seeks flexible options for colleagues and customers</b> Thinks broadly and applies solutions to a wide range of situations
Co-operative	4	<b>Co-operates with suppliers, customers and colleagues</b> Seeks and applies win/win opportunities for their own businesses & for the group as a whole
Integrity	3	<b>Demonstrates integrity across the business</b> Identifies and promotes opportunities that will be of benefit to both the company and the customers Ensures that the company is represented to customers and suppliers in an ethical manner

Signed .....  
(Employee)

Signed .....  
(Manager)

Dated .....