

## **PRODUCT MANAGER**

### **BACKGROUND & POSITION OVERVIEW**

TECTRAN is a fast-growing manufacturer of pneumatic & electrical systems, supplying OEM & aftermarket customers in the Heavy-Duty Truck, Trailer & Bus markets throughout North American and for export.

We are in need of a Product Manager who will be responsible for all marketing aspects of multiple product lines. Primary duties are outlined in the section below. Due to the broad scope of responsibilities, projects and daily tasks will often vary widely and you will be required to prioritize appropriately and exercise professional judgement. Your work will typically be a mix of long-term and short-term projects. Your assigned product lines will be determined based on your skills and may change over time, but they will likely include a diverse mix of products from all stages of the product life cycle, some of which are manufactured by Tectran and others that are purchased from vendors. You will frequently interact directly with professionals in other departments and disciplines internally including Sales (inside & outside), Marketing, Engineering, Procurement, Quality Control, and Production. A premium is placed on effective communication and collaboration skills; the ability to manage “horizontally” will be critical to your success as a Product Manager at Tectran. You will sometimes interact directly with customers and vendors as well, although Sales and Procurement will be your primary channels to those groups, respectively.

### **SPECIFIC DUTIES**

- *Product Development:* Tectran prides itself as an innovative solutions provider so the product development process is omnipresent during all of our activities. It may take many forms including:
  - Developing new manufactured products
  - Setting up or expanding vendor-sourced product lines
  - Enhancing existing products (increasing performance, decreasing cost, etc.)
  - Creating custom products and private label programs

As the product manager, you are in a critical position at the center of the product development process. It is a balancing act and you are responsible for harmonizing Tectran’s efforts with the needs of the market and for ensuring effective collaboration between all stakeholders throughout the process. Your specific contributions will vary by project but typical duties include generating ideas, conducting research, analyzing data, documenting findings, serving as the point contact, delegating tasks between departments, tracking progress, updating stakeholders, coordinating prototype development, forecasting sales and recommending initial inventory quantities, establishing pricing, and exercising ethical and responsible judgement. For new products, you will also perform certain clerical tasks such as assigning part numbers, determining product classifications, writing product descriptions, determining pack sizes, selecting packaging, etc.

- *Marketing Materials:* Tectran actively maintains a website, numerous print catalogs, and an array of printed bulletins and sales sheets. In addition, we create product videos, training

materials, instruction sheets, sales presentations, and other miscellaneous literature and marketing collateral. As a product manager, you will become a “product expert” in your assigned areas so you will naturally be called upon at times to assist with the development and maintenance of our marketing materials. In addition to providing general direction, this may include copywriting, editing, proofreading, basic technical writing, coordinating the development of product launch packages, brainstorming product names, developing and managing sales promotions, etc.

- *Forecasting:* You will be expected to generate a rolling 12-month sales unit forecast by part number on a monthly basis for products assigned to you. This data is used for critical functions inside the organization so attention to detail and continuous improvement are essential. Forecasting software will do some of the “heavy lifting” for you but you will be responsible for managing the software, studying the output data, making adjustments based on business knowledge and sales input, and performing analysis on the results.
- *Pricing:* Product managers are frequently involved with pricing exercises of varying size and scope. These exercises may include a formal annual review, developing pricing for new products, customer specific pricing review, product specific pricing review, sales promotions, optimizing a product line’s price structure, and other activities designed to improve profitability. Pricing strategy must be determined thoughtfully and should be informed by concepts such as perceived value vs. real value, product features and benefits, substitutes and complements, competitive offerings, and cost/margin.
- *Competitive Analysis:* Staying current with the actions of our competitors is critical for making informed decisions. As a product manager, you will be expected to become familiar with the offerings and strategies of our competitors, stay abreast of new competitive products, and use this information to carve out competitive advantages and differentiation for Tectran products. This may take the form of online research, competitive sales literature review, hands-on product sample comparison, and organizing formal product testing with Quality and/or Engineering.

### **REQUIREMENTS:**

The successful candidate will possess:

- A willingness to work full time in our primary US location in Buffalo, NY and to visit other locations where we maintain these functions and customer operations in the US and Canada.
- College-level courses in related areas and 5+ years involved in the Sales and/or Marketing functions.
- Strong analytical skills and computer acumen especially with MS Office programs
- Creativity
- Demonstrated skill in working effectively within peers and with other functional areas in business.
- Excellent verbal, written and presentation skills.

Please send resumes to: [jobs@tectran.com](mailto:jobs@tectran.com)

