



Posting Date: 5/24/2018

Posting End Date: until filled

The following position is currently open. If you wish to apply, please submit your resume and cover letter to:

jobs@tectran.com

JOB TITLE: PRODUCT MERCHANDISING SPECIALIST

JOB TYPE: Full Time

GENERAL PURPOSE:

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 & for export.

We are looking for entrepreneurial, hard-working, fun-loving people who have a desire to create unique, proprietary products and the brightest minds to provide innovative solutions to our customer's problems. Our people are differentiated by their high energy and do-what-it-takes attitude. We see ourselves as one team working together with a passion to serve the customer first.

We have an opening for a Product Merchandising Specialist, who will primarily be responsible for the development, support, and maintenance of various merchandising programs and products. You will also support other functions within the marketing department as needed. Your work will typically be a mix of long-term and short-term projects. 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.

You will frequently interact directly with professionals in other departments internally including Sales (inside & outside), Procurement, Operations, Packaging, Shipping, and Production. A premium is placed on effective communication and collaboration skills; the ability to build relationships "horizontally" will be critical to your success as a Product Merchandising Specialist at Tectran. You will interact directly with customers and vendors as needed as well.

SPECIFIC DUTIES

- Merchandising: Tectran prides itself in being a collaborative partner with our retailers and distributors so we engage in a variety of projects in order to support their merchandising and selling efforts. This may take many forms including:
 - Coordinating and launching new merchandising initiatives and programs in order to grow sales
 - Developing and maintaining plan-o-grams in order to help customers optimize their Tectran product mix and placement in their stores
 - Working closely with the sales team to create industry leading customer solutions
 - Promoting key merchandising programs to our customer base via numerous mediums
 - Building part numbers, descriptions, lists, and other related clerical work
 - Constantly creating new and innovative ways to promote and position Tectran products
- Marketing Materials: Tectran actively maintains a website, numerous print catalogs, and an array of other printed materials. In addition, we create promotional videos, instruction sheets, sales presentations, signs, labels, and other miscellaneous marketing collateral. As a product merchandising specialist, you are responsible for providing direction on materials related to your work. Specific activities may include creating outlines, writing, editing, proofreading, and coordinating launch packages.
- Pricing: Conduct pricing exercises of varying size and scope. These tasks may include developing MSRPs, pricing new products, building program price structures, optimizing profitability, making projections, and managing margins and positioning.
- Industry and Competitor Analysis: Staying current with industry trends and the actions of our competitors is critical for making informed decisions. This is an ongoing process that may take the form of interacting with our sales group, customer outreach, attending trade shows, conducting research, and performing hands-on product analysis and comparison.

REQUIREMENTS:

The successful candidate will possess:

- 1-3 years' experience in Retail Merchandising, Sales, or Marketing functions
- BA/BS in Marketing, Business, or related field of study or Associates Degree with 5+ years' experience
- Strong analytical skills and computer acumen, especially with MS Office programs
- Demonstrated skill in working effectively with peers and with other functional areas in business
- Excellent verbal, written and presentation skills
- Experience in the aftermarket parts industry, especially Heavy-Duty Truck or Automotive, is a plus
- Adobe Suite skills are a plus

TECTRAN is an Equal Opportunity Employer. We offer a competitive benefits package with a generous employer contribution toward our group Health plan and Voluntary Dental, Life, Supplementary insurance plans. PTO, tuition and position relevant Certification and Education reimbursement.