

JOB TITLE: Director of Product Management and Innovation
DEPARTMENT: Product Management and Innovation
DATE: 12/4/20
REPORTS TO: CPIO
RATE: DOEE

Position Description: The Director of Product Management and Innovation leads the product lifecycle management for assigned brands/segments/needs including assortment choices, product positioning and innovation pipeline, with the goal of optimizing revenue, margin and working capital deployment. This position may have a direct report.

Responsibilities:

1. Translates business/brand strategy into innovation and product strategy through the management of pricing, margin, product positioning, on-pack promotions and assortment, and the development and execution of a new product pipeline.
2. Manages the lifecycle of products in assigned brand and/or need states to optimize volume and margin.
3. Maintains a consumer-first focus and understands trade customers' needs while developing and executing innovation and product management plans.
4. Be the expert on assigned brand/need states/categories, their performance, the competition and the trends impacting them.
5. Provides Marketing and Sales with insights on product key differentiators and messages in order to maximize distribution and sales.
6. Acts as the connection between Sales, Marketing, R&D and Operations as it relates to product life-cycle management.
7. Monitors product performance including consumer and customer feedback, COGS, margin and sales, and recommends plans to optimize.
8. Identifies gaps in the portfolio and recommend plans to fill these gaps.
9. Identifies opportunities to improve performance of focus SKU's (e.g. improved claims, better packaging, etc.).
10. Helps determine consumers' needs and desires by identifying research opportunities; works with Insights team to request research.
11. Facilitates inventory turnover and product availability by assisting with forecasting as it relates to product promotions and pricing changes.
12. Provides information for management by preparing analyses, reports, and presentations.
13. Manages workflow for direct reports by setting performance goals and providing as needed constructive feedback and coaching. Conducts hiring, training, counseling, and performance evaluations.
14. Performs any other related duties as may be required.

Job Requirements:

- Bachelor's Degree in Business Administration, Marketing or related fields; MBA preferred
- Minimum 8 years of experience in Consumer Packaged Goods (CPG) product management, brand management or innovation roles
- Strong analytical and project management skills
- Strong cross-functional leadership skills
- Must be proficient with Word and Outlook

- Must have working knowledge of Excel
- Good written and verbal communication

Job Status: Full time / Exempt

Schedule: 9:00 a.m. to 6:00 p.m. (Flexible)

PHYSICAL DEMANDS:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is required to occasionally alternate between sitting and standing positions. The employee frequently is required to reach with hands and arms, use hands and fingers to handle controls, computer and mouse; talk and hear. The employee is occasionally required to walk, stand, stoop, and lift as required to file documents or store materials throughout the work day. Specific vision abilities required by this job include close vision and the ability to adjust focus. Proper lifting techniques required. May include lifting up to 25 pounds on occasion.

We are an equal opportunity employer.