



JOB DESCRIPTION

Title: Product Manager

Date Last Modified: 20-MAR-2021

Department:	Marketing	Classification:	Exempt
Supervisor:	Director of Marketing	Grade:	S
Status:	Regular Full Time	EEO Group:	

Position Objective:

The Product Manager is focused on driving the execution of select BioWorks and departmental strategies, prioritized by yearly and quarterly key initiatives.

The Product Manager will be focused on product launches and product life cycle management, driving market share growth in existing and new markets. This role will work closely with sales, marketing, technical services and customer experience teams to ensure all strategies and tactics are aligned.

This role will also be responsible for many of the traditional marketing functions such as: pricing, positioning, advertising/campaigns, tradeshow, public relations, website content, and collateral/labels – in regards to driving product awareness and adoption. The Product Manager will also work tirelessly to understand BioWorks' core customers enabling BioWorks to continue to differentiate and innovate in areas that matter. Similar information gathering activities will be applied to market intelligence and competitive analysis.

The Product Manager will assist the sales team with customer acquisition, retention and development action items as part of a highly coordinated sales process.

This role will also lead segmentation and targeting efforts, ensuring BioWorks' CRM system is a highly functional tool with a strong focus on customer data acquisition, market and competitor analysis, and marketing strategy execution.

Essential Functions and Responsibilities:

People

- Actively participates in promoting, supporting and enhancing our Core Purpose, Core Values and Company Culture
- Maintains a positive work atmosphere by acting and communicating in a manner that promotes cooperation with customers, collaborators, vendors, team members and management
- Participate in consistent coaching with supervisor

Strategy

- Fully embraces the Scaling Up process and uses all the tools and information available to drive decision making
- Is focused on end-user core customer needs - and always brings customer data and information/innovation to the forefront decision making.
- Determines strategies to grow market share in new and existing markets – and generate brand loyalty

- Travels to and visits with customers and distributor partners for strategic feedback and relationship building
- Actively contribute to our Customer Innovation initiatives based on active listening to our customers

Execution

- Ownership of product launch and product life cycle management, including label expansion, product market fit and positioning, collaborations with R&D, regulatory and technical services in pipeline development and prioritization, portfolio roadmaps.
- Works with R&D to identify product portfolio gaps as well as next generation product guidance.
- Ongoing collection and development of market intelligence for industry trends, competitor positioning, pricing, programs.
- Assists BioWorks with CRM data management for segmentation, customer targeting purposes.
- Tracks marketing metrics, analytics and KPI's.
- Integral to team management of traditional marketing functions: pricing, advertising/campaigns, tradeshow, trade associations, public relations, website, collateral/labels.
- Communicates and builds relationships with industry, market and media leaders and enhances BioWorks' image/brand.

Cash

- Fully embraces Great Game of Business ("GGOB") and all strategies and activities related to financial transparency and information sharing, including timely updates to revenue (if applicable), expenses, and cash goals.
- Drives revenue and profit goals with customer acquisition, retention and development strategies and action items

Essential Qualifications - Education, Experience, Skills: (in order of importance)

- Master's degree desired, Bachelor's degree with equivalent job experience will be considered
- Minimum 5+ years of experience in marketing, product management, or similar technical project development, cross-functional team management roles and responsibilities
- Horticulture or agriculture background or experience preferred
- Ability to function with minimal guidance and provide management with information for key decision making
- Self-directed and the ability to work and solve problems independently
- Advanced knowledge of statistical methods and data interpretation
- Working with complex systems/data for sales and marketing analysis and decision making
- Ability to manage and effectively work with cross-functional teams (commercial sales, customer experience, technical services, R&D, quality control, production, supply chain)
- Effectively communicate marketing programs and promotions to external customers and channel partners.
- Excellent verbal and written communication skills

Essential Values: (for all employees; all of equal importance)

- Core Purpose
 - Grow our Team, Serve Others and Save our Earth
- Core Values
 - OUR Team, ONE Company
 - We Honor Our Commitments
 - We Have the RIGHT Conversations

- Our Customers' Success is Our Success

Physical Demands:

- Ability to help lift materials for tradeshow support.
- Flexibility in scheduling to satisfy project needs and priorities
- Computer keying repetitive motions
- Possible eye strain

PHYSICAL ACTIVITY CHART

ACTIVITY	OCCASIONALLY REQUIRED	FREQUENTLY REQUIRED	List JOB RESPONSIBILITIES that require physical demands checked
Standing	X		Talking with vendors and customers
Walking	X		Working with vendors, sales team, and customers to resolve and understand issues and needs
Sitting		X	Computer and phone duties
Lifting			
Carrying		X	Laptop, luggage and product samples
Pushing			
Pulling			
Climbing			
Balancing			
Stooping			
Kneeling			
Crouching			
Crawling			
Reaching			
Handling	X		Luggage and product samples
Feeling			
Speaking		X	Interaction with sales team, customers and vendors
Hearing		X	Speaking with sales team, customers and vendors in person and on phone
Seeing		X	Computer work, analysis, forms, reports
Depth Perception			
Color Vision	X		Review of ad copy, artwork
Repetitive Motion		X	Keying and mouse for computer