



**Job Title:** Development Specialist – New Products  
**Department/Location:** Product Development / Exeter  
**Status:** Permanent / Full Time  
**Reports to:** Product Director

**Job Purpose:**

Responsible for new product development & implementation to the Sparex product range. This includes identification of market needs, definition of the product specification, project managed together with potential suppliers, volume, price & margin positioning and assist with market launch and promotions.

**Key Responsibilities:**

- Co-ordinate and lead the implementation of new products as well as recognise market opportunity, react and action to capitalise and turn into sales result.

**Main Tasks:**

- Translate Sparex Group strategy to a product strategy.
- Define market needs and find a suitable product solution wherever applicable.
- Identify suitable market channels for define product solution.
- Create & manage product specification for new products to optimise end user value.
- Develop new products or new product opportunities together with defined suppliers.
- Work together with Sparex Group functions to define suitable supply source, volume and pricing/margin level for defined new products.
- Lead the new product implementation and introduction.
- Set, track & achieve sales targets for the new introductions and make appropriate promotional actions.
- Liaise with Supply Chain to monitor inventory & availability of the new introductions.
- Positively commit to, and undertake any agreed Training program.
- Comply with all Company rules, including those regarding Health and Safety.
- Any other reasonable duties as directed by your Director/Manager.

**Mandatory Duties:**

- Work with due regard to the health and safety of both yourself and others.
- Commitment to Equal Opportunities.

This job description is a guide to the minimum requirements of the job. It is not intended to restrict activities which will contribute to the growth and profitability of Sparex Ltd. If there is a need to amend this description please consult the line manager, or appropriate Director.

I agree that this is an accurate description of my job at Sparex Ltd. I understand that I am employed to carry out the specific duties listed in this job description.

**Signatures:**

Employee Name:

Employee Signature: .....

Date: .....

**Person Specification:**

	Description	Essential (E) or Desirable (D)	How Identified*
<b>Experience</b>	Experience dealing with project implementation	D	A/I
	Product experience in agricultural or related automotive industry.	D	A/I
	Knowledge of product in designated product range.	D	A/I
	Technical grounding with commercial experience.	D	A/I
	Commercial acumen with a sales and marketing mentality.	E	A/I
<b>Skills &amp; Abilities</b>	Proven ability to use Microsoft office packages (e.g. Excel).	E	A/I
	Willingness to occasionally travel.	E	A/I
	Able to deal in a professional manner with colleagues, and people outside the organisation.	E	A/I
<b>Qualifications</b>	Relevant qualifications.	D	A
<b>Personal Qualities</b>	Excellent attention to detail and accuracy of work.	E	I
	Good time management skills.	E	I
	Ability to remain composed under pressure.	E	I
	Innovative and actions orientated.	E	I
	Approachable with good interpersonal skills.	E	I
	Committed to self-development.	E	A/I

\*Key: A = Application Form  
I = Interview