



**Job Title:** Product Manager  
**Department/Location:** Product Management / Exeter  
**Status:** Permanent / Full Time  
**Reports to:** Group Product Manager

**Job Purpose:**

Fully responsible for product life cycle development & management for a designated sector of the Sparex product range. This includes identification of market needs, definition of the range & specification, researching potential suppliers, price & margin positioning, assist with market launch and promotions together with inventory monitoring and guidance.

**Key Responsibilities:**

- Review and analyse product performance and market trends to determine the life cycle of product/range as well as recognise market opportunity, react and install appropriate plan & action to translate into results.

**Main Tasks:**

- Translate Sparex Group strategy to a product strategy.
- Define market needs in the designated sector categories.
- Create & manage product specification for defined product ranges to optimise end user value.
- Define product rationalisation opportunities where possible.
- Define product extension opportunities where possible.
- Investigate potential market channels for define product ranges.
- Work together with Supply Chain to define suitable supply source, stock level and pricing/margin level for defined product ranges.
- Introduce and communicate with the sales teams across to ensure the defined products are understood and promoted appropriately.
- Set, track & achieve sales targets for given product ranges together with the sales teams and make appropriate promotional actions.
- Liaise with Supply Chain to monitor inventory & availability of given product ranges.
- 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:**

	Essential	How Identified*	Essential / Desirable
<b><u>Skills &amp; Abilities</u></b>	Proven ability to manage multiple projects in parallel. Ability to set priorities, manage a diversity of job responsibilities and work within deadlines	A/I	E
	Excellent communication skills (written and oral), in order to liaise with subsidiaries and key suppliers to ensure a constantly improving Sparex offering	A/I	E
	Strong attention to detail to support customers when required	A/I	E
	Proven ability to use Microsoft office packages (e.g. Excel and PowerPoint)	A/I	E
	Active experience in a retail role, preferably in the agricultural or spare parts industries, leading to an understanding of merchandising and presentation of product displays at exhibitions	A/I	D
	Understanding of consumer behaviour and how changing inputs in a retail environment create push/pull effects upon end customers	A/I	D
<b><u>Qualifications</u></b>	2 years+ relevant work experience	A/I	E
	Degree qualified or higher preferably in a marketing or business related subject	A/I	D
	Sales and/or Project management experience in agricultural or related industries	A/I	D
<b><u>Personal Qualities</u></b>	Passion for problem solving, flexibility, comfort with ambiguity, creativity and hunger to constantly ask 'why?'	A/I	E
	Demonstrate a willingness to go beyond what is required and to add value if a task / process can be delivered more effectively	A/I	E
	Willingness to travel	A/I	E

**\*Key: A = Application Form  
I = Interview**