

SFI JOB DESCRIPTION



DOCUMENT#:

REVISION #: 1

JOB TITLE: Product Manager

DEPARTMENT: Marketing

REPORTS TO: Director, Marketing

POSITION TYPE: FULL TIME; EXEMPT

CONTENT REVISION #: 1

REVIEWED BY:

APPROVED BY:

REVIEWED DATE:

APPROVED DATE:

SUMMARY:

Contributes to the marketing functions related to new product development and lifecycle management, distribution support and development, and product-focused training and technical support.

JOB FUNCTIONS

Essential job functions:

- Product Lifecycle Management: Identifies and implements full lifecycle management including new product introductions/launches, line extensions, discontinuations, etc.
- Forecasting: Development and monitoring of sales forecast to plan.
- Product Training. Coordinates and implements product training and sales support programs, including employees and distributors, customers and KOLs, including presentations at trade shows and conferences.
- Marketing Strategy. Contributes to and executes corporate marketing strategy to include brand evangelism and messaging diligence.
- Writing and Research. Activities include: content development and editing of collateral, training materials development and update, and ongoing maintenance of all related materials
- Distributor Support. Activities include: document/dossier development and management, inquiry troubleshooting and resolution, regional marketing manager interface.
- Electronic Presence. Activities include: Interface with primary website developers/managers, electronic footprint currency. Directed social media messaging and coordination of KlaiRE assets within owned and collaborative channels.
- New Product Development. Activities Include: Market trend awareness, identification of potential new active ingredients, formulations, dose forms, etc.
- Market Research: Primary and Secondary as needed.
- Relationship Development. Identification and relationship development with collaborative healthcare providers through conference attendance and primary/secondary research.

Secondary job duties:

- All other duties as assigned.

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QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required.

Education:

College degree, preferably in a relevant science (health, nutrition). Integrative/Naturopathic clinical education highly desirable. MBA beneficial.

Experience:

- Corporate experience in a regulated, global health/nutrition/medical organization highly desirable.
- 3+ years experience in effective change management.
- 3+ years experience in product/project management.

Skills & abilities:

- Dynamic and detail-obsessed.
- Creative problem-solver.
- Passionate and adaptable.
- Excellent verbal and written communication skills

Computer skills:

- Must be proficient with Microsoft Office Suite applications such as Word, Excel, Outlook, and Internet Explorer.
- Social media adept.
- Basic design program skills highly desirable (Adobe).

OTHER INFORMATION

Supervisory Responsibilities:

None

Work Environment:

This job operates in a professional office environment. This role routinely uses standard office equipment such as computers, phones, photocopiers, filing cabinets and fax machines.

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.

While performing the duties of this job, the employee is regularly required to talk and hear. The employee frequently is required to stand; walk; use hands to finger, handle or feel; and reach with hands and arms and requires the ability to occasionally lift office products and supplies up to 20 pounds.

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Travel:

Up to 15%

Career Path (Optional):