



## **Product Manager**

**Department:** Marketing

**Reports to:** Director of Strategic Growth

**Date Issued:** 06/29/2021

**Fey Promo** in Edgerton, MN seeks a full-time **Product Manager** to join our growth focused, forward thinking organization. Fey is a light manufacturing company who operates in a clean, climate controlled, work environment and strives to have a culture representing core values. This role is geared for those who are results driven, detail oriented and thrive in a fast paced work environment. This role is one that can be fulfilled remotely. Preference is that any remote work be performed within one of the following states: MN, MO, TX, UT or WI.

The **Product Manager** leads and manages product life cycle activities, including trend and line analysis, competitive analysis, pricing and category research and evolution. Works with product development design engineer, operations, supply chain, sales and marketing departments to launch new products.

To the **Product Manager** we offer:

- Competitive Salary
- Paid Time Off (vacation time, personal time, banked time).
- Health Insurance (majority company paid)
- Dental & Vision
- Life Insurance, Critical Illness, Accident and Short-Term Disability
- 401k
- Flex-time
- Onsite gym including basketball court and locker rooms
- And more...

We are a dynamic team of people that are passionate about what we do both at work and within the community. We have an exceptional culture that is friendly, growth focused and team oriented. We believe in helping our team members live our core values; Team Player, Do The Right Thing, Drive Results, Make It Uniquely Better & Simplified throughout each day.

Fey Industries, Inc. started in 1965 to provide branded promotional packaging products that enhance the image of other organizations and continues to grow with additional product lines and acquisitions. Our purpose is brightening the world through our actions which includes the impact we create with our products, jobs and communications. For more information about us, visit our website at [www.feyindustries.com](http://www.feyindustries.com)

### **Top Accountabilities for Product Manager:**

- Deliver on the established goals and metrics of this role.
- SKU rationalization based on revenue and profit margin goals.
- Product development, with an emphasis on core capabilities and retail trend research.
- Reviews product categories and makes recommendations based on findings.

- Initiates product development process.
- Competitive analysis and pricing.
- Forecasting
- Advances projects to operations to enable “quick to market” status.
- Provides a strong outside view of trends in the marketplace for Fey product categories.
- Acts as the Voice of the Customer by providing product specification requirements

**Essential Activities include, but not limited to, the following:**

- Shares responsibility for cross functional product development process, working with Director of Strategic Growth, product development engineer, operations, engineering and PCM, supply chain team, and marketing.
- Working closely with operations and product development engineer to assure that critical deadline dates are met within the product development process.
- Assists in research and recommendations for product feasibility, ensuring products are within optimal profit margins.
- Prepares product category reviews to identify gaps in current line; conducts retail trends research to identify broad appeal products. Recommends refreshments in design and color as needed.
- Initiates quotes for new products or revisions of existing products.
- Executes competitive analysis.
- Makes recommendations on pricing; Owns product pricing entry and maintenance.
- Organizes product specifications; maintains key information in our database. Assigns products numbers and names.
- Submits ECR’s required for product related changes.
- Assists sales and marketing with accurate information for collateral, and samples for photography.
- Owns the discontinued and watch lists; review item performance
- Shares trends and competitive advantages with sales
- Researches and follows up on product trends, ideas, suggestions and problems.
- Participates in proofing of marketing collateral to ensure accurate product information.
- Leverages our processes and procedures.
- Performs other duties as assigned.

Position can be onsite or remote. If remote, corporate office visits will be encouraged every 4-6 weeks. Ability for occasional travel (shows, meetings, conferences, to/from corporate).

**Qualifications:**

- Highly organized; ability to multi-task and handle multiple deadlines simultaneously
- Ability to collaborate with cross-functional teams to influence business expansion goals
- Strong analytical and logical thinking skills
- Creative thinker, self-starter and ability to exercise judgment, make decisions, and solve difficult problems
- Must be able to make sound decisions and recommendations based off 75-80% of the data
- Excellent communication skills; ability to effectively lead meetings and presentations
- Data-driven mindset with proven experience utilizing metrics
- Ability to work unsupervised

**Education and/or Experience:**

B.A or B.S. degree with three to five years relevant working experience.

**Fey Promo falls under the corporation of Fey Industries, Inc. For the full job description, more information about the corporation and/or to apply for this position, please visit**

**[www.feyindustries.com/careers](http://www.feyindustries.com/careers)**

For more information on Fey Promo, please visit [www.feypromo.com](http://www.feypromo.com)