**PRODUCT MANAGER – Entry Level**

**Reports to Director of Commodities Marketing**

**Essential Duties and Responsibilities**

**Manage Existing Products**

* Manage the development of new business opportunities for product lines.
* Engage with engineering, sales, and customer service to deliver information, samples, and quotations to representatives, distributors, and customers to develop new business.
* Provide direction for existing product line improvements, enhancements, and expansion.
* Identify opportunities for increased market share.
* Provide input for product positioning strategies (e.g., distributor stocking packages, internal stock programs)
* Develop an annual forecast for product lines.
* Manage profit and loss of product lines.
* Provide input for product marketing content on the company website and channel (distributor) partner websites.
* Collaborate with team members to develop product training and sales aids for product lines.
* Coordinate and expand partnerships with key suppliers of existing products.

**Grow Product Offering**

* Research market opportunities for new products.
* Collaborate with team members to complete new product introductions through product launches.
* Develop product pricing.
* Develop product positioning strategies (e.g., distributor stocking packages, internal stock programs) to support successful product launches.
* Contribute input for marketing collateral (e.g., brochures, datasheets, press releases) to support new product launches.
* Evaluate the performance of new product launches.

**Education & Experience:**

* Minimum of 1-3 years of experience preferred in product management and/or technical sales.

**Skills and Requirements:**

* Basic understanding of the new product introduction and marketing process.
* Project management skills with the ability to effectively utilize internal resources to meet project deadlines and objectives.
* Ability to present to and collaborate with managers at all organizational levels.
* Interpersonal skills with the ability to lead cross-functional teams.
* High level of motivation with the ability to work with minimal supervision.
* Proficiency in Microsoft Office (Advanced Excel, Word, PowerPoint, Outlook)

TO APPLY FOR THIS JOB PLEASE SEND YOUR RESUME TO: [resumes@illcap.com](mailto:resumes@illcap.com)