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| **Position Details** | | | |
| **Position Title** | Category Manager | Engineered Solutions | **Date** | 20-Oct-23 |
| **Reports To** | Head of Marketing | | |
| **Location** | Melbourne, Unit 1/16 Silicon Pl, Tullamarine VIC 3043 | | |
| **Department** | Marketing | | |
| **Direct Reports** | NA | | |
| **Travel** | Some metro & rural travel (Swan Hill) | | |

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| **Position Purpose:** |
| As the Category Manager - Engineered Solutions you will manage the commercial performance of an assigned range of products, ensuring the connection between product offer, marketing activities and the needs of customers are aligned. Reporting to the Head of Marketing you will collaborate with sales and the broader marketing team, the Category Manager develops and delivers on product plans that deliver sustained profits, maximize Share of Wallet opportunities and most importantly drives customer satisfaction. |

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| **Key Responsibilities (Not limited to)** | **Deliverables (Not limited to)** |
| **Product Marketing**   * Drive product communications. * Review and manage sales tool assets. | * Deliver regular product communication to market ensuring updates are informative, targeted and are cadenced appropriately to support consistent Top of Mind awareness with customers and stakeholders. * Keep internal stakeholders informed of product updates. * Develop innovative sales tools that leverages our complete offer and helps in the customer decision making process. |
| **Product Management**   * New Product Development. (NPD) * Manage Product Lifecycles and associated activities. * Manage the marketing mix of new product entries to market. * Manage annual Category Plans. | * Deliver activities that drive innovation, specifically product ideation and proof of concept initiatives. * Manage product lifecycles of assigned product groups, working with teams to adjust the marketing mix encouraging competitive and sustainable growth. * Develop and deliver GTM plans for new products entry to market. * Ensure assigned product portfolio is aligned with customer requirements including range variations, performance and attributes. * Collaborate with engineering, production & sales teams in the development, QA & release of products |
| **Segment Marketing**   * Manage demand generation initiatives * Manage market research activities | * Deliver targeted programs that support an integrated offer of high-quality product with bespoke engineered solutions, delivering a Value Proposition that appeals to customers decision making drivers. * Drive market analysis and procure research activities to understand * Drive CPD seminars, collaborating with sales and marketing on content and delivery. |
| **Policy and Process**   * Assist in developing and roll-out of marketing process and policy. | * Document process and policy pertinent to Category Management functions striving towards a best practice. |
| **Budget**   * Prepare marketing budget in conjunction with head of marketing. | * Deliver budget allocation details and demonstrate how it supports the broader business plan. |

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| **Qualifications:** |
| * Undergraduate or Post Graduate qualifications in Marketing, Business Administration or a related field. * Evidence of continual learning will be highly regarded |

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| **Work Experience & Skills** |
| * Experience in a manufacturing business targeting B2B is essential. * Industry experience in waste water management, fluid storage or transfer including Water, Chemical or Diesel would be well considered, but not essential. * Minimum 5 years’ experience as Category Manager / Product Manager or similar role. * A solid understanding of NPD principles along with demonstratable experience in successfully commercialising products to market. * Understanding of research disciplines and data analysis. * Proficient in MS Office. * Ability to write well and generate reports on market activity. |

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| **Personal Traits:** |
| * Strategic thinker with high level planning and organisational skills. * Demonstrated ability to get the right message to the right people with quantifiable results. * Ability to roll up your sleeve and be hands on as needed to get the job done. |

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| **Agreement** |
| I have read this Position Description and confirm that:  1) I understand the content and agree that it forms the basis of my employment at Polymaster,  2) I understand the company may change the Position Description from time to time to suit the needs of the business.    \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Click here to enter text.  Employee    \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Click here to enter text.  Manager |
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