

# **JOB SPECIFICATION**

**JOB TITLE:** Product Manager  
**DEPARTMENT:** Product Management  
**REPORTING TO:** Product Line VP  
**LOCATION:** Rochester, NY

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## **JOB SUMMARY**

We are seeking a Product Manager to become an integral part of our global team! You will be responsible for the tactical and strategic aspects of the product marketing plan while delivering profitable growth.

## **JOB RESPONSIBILITIES**

- Recommends the nature and scope of present and future product technologies by reviewing current customer and market needs and trends.
- Assesses market competition by comparing the company's product capabilities to competition.
- Obtains product market data by working with sales team to develop product sales strategies
- Assesses product market data by calling on customers with field salespeople and evaluating sales call results
- Provides information for management by preparing short-term and long-term product sales forecasts and special reports and analyses; answering questions and requests
- Determines product pricing strategies by utilizing market research data; reviewing production and sales costs; anticipating volume; costing special and competitive landscape.
- Conduct market research to identify user need for new product technologies.
- Prioritize product opportunities using criteria and requirements defined during research
- Lead and participate in planning meetings and provide advice and guidance on direction of products
- Collaborate with customers, team members, and outside influencers to ensure a solid and well-rounded understanding of products and developing needs
- Maintain in-depth knowledge of products, solutions, and company offerings

## **SKILLS AND REQUIREMENTS**

- 5 + years of Product Management or Marketing experience desired
- Exposure to custom engineered products is preferred
- Bachelor's degree in Business Administration or Marketing required
- Strong presentation skills
- Deadline and detail-oriented
- Multitasking skills
- Ability to work internationally across cultural boundaries
- Travel up to 25% with some international travel a possibility
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