

Powrmatic Ltd

Product Manager

Job Description

(Job Code and Level: PWSAL003.03)

Reporting to – General Sales Manager

The Vision:

For Powrmatic to be a world class manufacturer, something we can all be proud of, and something that will enable us to maximise our potential for growth and to provide security for years to come.

The Mission:

To design, develop, and deliver quality HVAC solutions on time (every time), to manufacture products in the most efficient and cost effective way, by concentrating on consistently doing the right things and doing them well, enabling us to maximise shareholder value and stimulate growth.

Definition:

The Product Manager is responsible for generating new business from targeted target area of the UK & Ireland and servicing all current customers/partners to the required level.

Overall Purpose of the Role:

To manage Powrmatic's divisional sales activities throughout UK & Ireland, identifying areas for growth and exploiting opportunities across the relevant markets by analysing the trends of the customers and developing sales plans and strategies to meet their needs. To develop and deploy a strategy which meets the Company's objectives in respect of revenue generation, profitability and market share. An essential requirement of the role is the achievement of agreed sales revenues.

Key Responsibilities:

General and Task Management

- To be accountable for the ownership of all aspects of the products included in the agreed portfolio.
- To be the product and application specialist for the agreed portfolio.
- To develop a 1, 2 & 3 year strategy plan for increasing activities and opportunities in the relevant HVAC markets.
- To develop a contact strategy plan across existing customers and potential new targets
- To develop a product development strategy plan across existing products and generating new product ideas for the relevant HVAC markets.
- To develop new partners promoting the full HVAC product range
- To maintain and support current partners (HVAC).
- Servicing all aspects of customer relationship including sales, promotions, assistance with customer after sales service, inventory checks and credit control activities.
- Attend trade shows where necessary.
- Ensure that the relevant marketing and sales technical support is available for customers & partners.
- Management of budgets and commercial targets
- Adhering to company policy and procedures in all aspects of sales and marketing activities within the area.
- Collecting and reporting market intelligence information and adhering and contributing to the company's management information and sales database systems including submission of weekly activity reports.
- To ensure that business is conducted with due regard for the Company's terms and conditions of sale.
- To represent Powrmatic in a professional and responsible manner at all times.

- To have responsibility for ensuring that the relevant product range, meets with both current and future legislation as well as market place expectations. Where necessary, convey such requirements to the division's engineering department to ensure compliance.
- To engage with customers either directly or indirectly and where necessary assist with product promotion, selection and application, the raising of quotations and the closing of business.
- To provide annual sales, overhead and profit forecast information to the management team.
- To identify and recruit key team members as agreed and dictated by the strategy and forecast.
- To manage and motivate internal and external sales functions of the sales division in respect of your product sector.
- To be responsible for the pricing policy of the relevant product range to the extent that agreed sales objectives can be achieved and, at the same time, budgeted margins protected.
- To liaise with the company's Operations Manager to ensure that lead time expectations are correctly communicated and achieved to meet the markets requirements.
- To liaise with and assist the Company's nominated person responsible for marketing and, in particular ensuring that the division's literature and web content is current and representative of the division's products.
- To liaise with accounts and help with the recovery of debts.
- To ensure that, in all respects, the activities of the division conform to appropriate Health and Safety requirements.
- To ensure that any expenditure is appropriately sanctioned and approved.

People Management

- Work in a professional and pragmatic manner, respecting all employees throughout the business.

Self-Management

- The ability to contribute to a better working environment for yourself and your co-workers. This includes self-awareness, initiative, accountability, persistence, resilience, patience, perceptiveness, and emotional regulation.

Skills and Attributes:

- A very high level of commercial awareness.
- Excellent negotiation skills.
- Excellent communication skills to develop healthy, professional relationships with the clients
- Excellent analytical and problem-solving skills.
- Excellent time management and organization skills.
- Must be prepared for regular travel to meet the business needs.
- Full UK driving licence.

Qualifications and Experience Levels:

- A proven record of success in a senior sales or commercial management position, preferably in a related industry.
- At least 5 years' experience of managing people and resources.
- Graduate level of intellect preferably with a higher degree in a management discipline or a professional qualification.
- A wide knowledge of the industry.

This not a definitive list and is subject to change as the business needs deem necessary. You may be required to undertake differing tasks within your capability.