

## POSITION DESCRIPTION

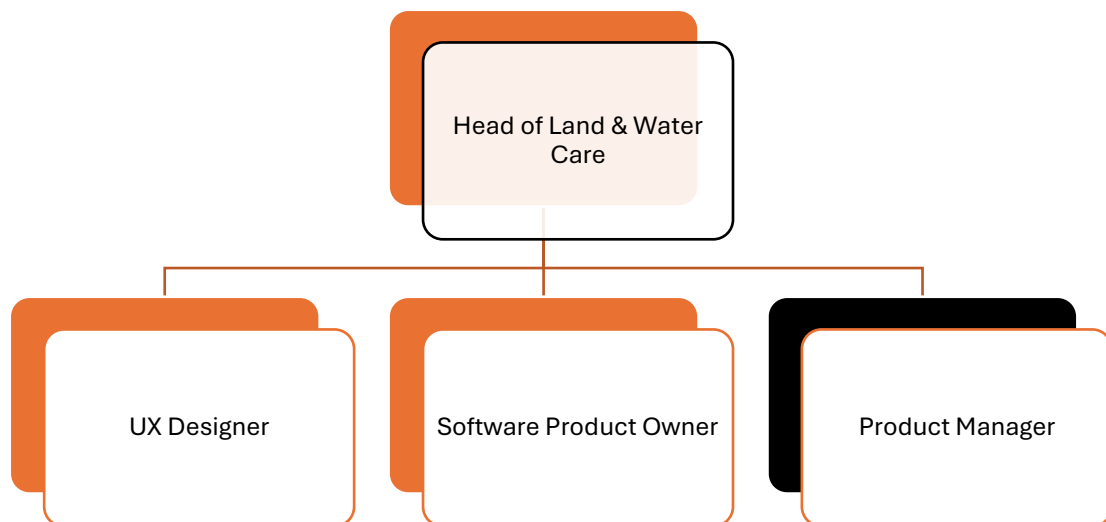
<b>Position Title:</b> Product Manager – Land & Water Care	<b>Direct Manager:</b> Head of Land & Water Care	
<b>Budget Responsibility:</b> Nil	<b>Direct Reports:</b> Nil	<b>Indirect Reports:</b> Nil

### WHAT YOU'RE HERE TO ACHIEVE

**Key purpose:** The Product Manager – Land & Water Care will be responsible for the end-to-end product lifecycle management for the category. The aim is to turn market insights into deliverable products, drive the sales & marketing operation to execute the go-to-market strategy and maintain the portfolio performance in the market to achieve sustainable and profitable growth.

The role is part of a new category and will require a focus on growth and new market development.

### WHERE YOU'LL FIT IN #TEAMGALLAGHER



## WHO YOU'LL BE WORKING WITH

INTERNAL RELATIONSHIPS	EXTERNAL RELATIONSHIPS
Heads of Product, Sales & Marketing Leads, Market Business Development Managers, Product Development, Project Managers, Manufacturing, Supply Chain, Finance	Sales Channels, End Users, Distributors

## WHAT YOU'LL BE DOING

Key Accountability	Outcomes / Expectations
<b>Product &amp; Business Strategy</b>	<ul style="list-style-type: none"> <li>• Conduct competitor analysis and communicate areas of concern or opportunity</li> <li>• Generate market and customer insights by interacting with key customer groups in the market</li> <li>• Maintain competitive price analysis reports and ensure market price positions remain relevant</li> <li>• Collate market data and derive meaning behind the numbers</li> <li>• Effectively communicate category data and insights to the leadership team to inform and support category strategy and business decision making</li> <li>• Build and maintain the product development roadmap which aligns the market opportunity with the wider business strategic direction</li> </ul>
<b>Product Development &amp; Launch</b>	<ul style="list-style-type: none"> <li>• Turn the product roadmap items into finished products via our internal product development function or OEM supply partners, and then take them to market</li> <li>• Report on product development progress and highlight key milestones</li> <li>• Track projected product cost against targets and ensure intended price points can be achieved</li> <li>• Develop the launch campaign strategy in conjunction with sales and marketing teams</li> <li>• Lead the launch activities driving the in-market teams to ensure products are delivered fully supported, at the right price, at the right time and in the right place.</li> </ul>

	<ul style="list-style-type: none"> <li>• Old product run-out planning is executed well in advance to ensure minimal retail disruption, low obsolescence costs and maximum new launch success.</li> <li>• Inform the development of key supporting marketing assets so that they align with the project insights</li> </ul>
<p style="text-align: center;"><b>Portfolio Management</b></p>	<ul style="list-style-type: none"> <li>• Maintain product competitiveness in market and drive initiatives that support an ongoing market leading position. These could be marketing, sales, manufacturing or development improvement opportunities</li> <li>• Report on key category KPI metrics (revenue &amp; profitability by region)</li> <li>• Communicate product changes and updates to sales and support teams</li> <li>• Effective product lifecycle management supporting an optimized SKU count and effective planning of product end of life</li> <li>• Train the global training team</li> </ul>

Including any other duties not specified that may be required to complete the role, and as requested by the Reporting Manager.

## HOW YOU'LL BE DOING IT

### Qualifications and / or Experience:

- Tertiary Qualification in either Technology, Marketing or Product Engineering.
- 2+ years product management experience ideally in a product development and OEM sourcing businesses
- Experience in generating customer insights and translating into product roadmaps
- Financial understanding and experience in balancing financial goals and customer needs.
- Demonstrated experience of stakeholder management and communication in a complex organization

### Knowledge/Skills/Abilities Required:

- Makes sense of complex, disparate information to inform clear, considered decision making in an ambiguous and dynamic environment
- High levels of self-organization skills
- Strong presentation, facilitation, written and verbal communication skills
- Understanding of the agricultural industry, whilst not required, is highly desired



- Affinity with technical products
- Willingness to go out into the field and observe our products in their expected environment

# Protect what matters most.

Our purpose and our values apply to our extended Gallagher family including our employees, customers, partners and community.

