



Job Description

Title: **ASSOCIATE PRODUCT MANAGER**
Reports to: Product Manager / Marketing Manager
Department: Marketing

Job Statement: The Assistant Product Manager plays an integral role in handling the day-to-day operations of the brand.

Summary of Primary Responsibilities

- To support the profitability of the brand in the Canadian market place by monitoring sales, gross margin, inventory turnover and market share.
- To work closely with suppliers to ensure a proper supply of product.
- To work closely with the sales department to gather forecasts and market data.
- To develop and maintain effective communication with the brand's Product Manager and Marketing Manager, as well as with the sales department.
- To assist in the development of brand marketing strategy as it relates to product, price, promotion, place and positioning within the Canadian market.

Main Duties & Responsibilities

1. **Inventory Management - (40% of time)**

Under the supervision of the Product Manager

- Monitor and forecast the quantity of inventory to be purchased weekly/monthly/quarterly.
- Analyze purchasing reports and stock requirements for all customers.
- Review in-house stock levels to ensure that overstock levels and backorders are minimized and that vendor purchase requirements are fulfilled.
- Place purchase orders with suppliers.

On a weekly basis

- Track incoming purchase orders
- Update ETA in system.
- Manage defective inventory, returns to suppliers, claims.

2. **Brand Management - (25% of time)**

- Analyze and provide explanations for various monthly reports including:
 - Product overstock reports
 - Brand overstock reports
 - Gross margin reports
 - Purchasing reports

Under the supervision of the Product Manager

- Determine corrective action plans for poorly performing SKUs.
- Prepare & analyze recommendations on SKU mix, performance, profitability.
- Devise national and account specific product promotions.
- Maintain accurate accounting of customer rebates and allowances.
- Manage defective claims, returns to supplier, debits to suppliers for allowances, etc.
- Assist in the preparation of costings to ensure maximum profitability of the brand.
- Assist in the preparation of annual brand budget.
- Assist the creative marketing department with trade show preparations.

3. Competitive Analysis - (15% of time)

- Assist the Product Manager in analyzing the brands' competitive position in the market by performing live customer visits and visiting customer websites to collect pricing and product information.
- Analyze pricing information from competitors' price sheets.
- Explore industry and customer websites to keep up-to-date on new product developments and new pricing.
- Advise vendors of changes in the Canadian market.

4. Vendor Relationships - (10%)

- Communicate with the vendor on a regular basis on a variety of issues such as follow up on shipments, returns, pricing.
- Meet the vendor on a quarterly basis in "live" meetings to review new products and to obtain product knowledge information.
- Stay current on all brand-related promotional and sales activities in the U.S. and other relevant markets.

5. Customer Relationships - (5% of time)

Upon request

- Assist sales reps in developing solutions for customers.
- Assist in customer training sessions as a part of "team selling" with the sales reps.
- Provide product information and product images to customers when requested.
- Occasionally attend trade shows to meet with customers and perform market research.

6. Other - (5% of time)

- Coordinate new product launches, promotions, sponsorships.
- Analyze monthly market share reports.
- Assist in the preparation of monthly press releases.
- Regularly communicate with Traffic department regarding the movement of product.
- Regularly visit warehouse to ensure accuracy of inventory.

Job Requirements

- University Degree required, with some core marketing experience.
- Experience in music, event production, entertainment industries an asset.
- 1 - 2 years of relevant work experience.
- Proficiency in MS Word, Excel, PowerPoint. JD Edwards & Cognos an asset.
- Strong presentation skills.
- Strong market research and analytical skills.
- Strong English verbal and written communication skills. French an asset.
- Ability to take initiative, be innovative, and solve problems.
- Detail oriented
- Team player
- Excellent time management and organizational skills.