



Job Title	Product Manager
Department	Product Manager
Job Grade/Level	Corporate
Position Supervisor	Steve LeGrand
Reports to this Position (if applicable)	Steve Legrand
Location	Sand Creek Post & Beam – Wayne, NE or Texas Timber Frames – Boerne, TX

Job Purpose/Summary:

The Product Manager will be responsible for maximizing sales, revenue, market share and profit margins. The primary focus is to drive new product development through market research, to create benefits and value for the customer. Will work with Project Management, Sales and customers to manage the delivery of the product and defining what the feature of the product will be. Through analyzing market and competitive conditions to strike a clear path towards the business value of the product. Lead the marketing for the product which also involves forecasting and profit analysis.

Principal/Main Responsibilities and Tasks:

- Develop product lines
- Know customer needs through research and market data
- Assess competition by comparing products
- Create product marketing communications objectives
- Work with Sales Director to create product sales strategies
- Review inventory levels and production schedules for product availability
- Bring new products to market with return-on-investment analysis
- Market new products with sales, advertising and production teams
- Determine product pricing based on market research, production costs and anticipated demand
- Schedule and assign operational requirements to follow up on work results
- Manage the product team, including coaching and disciplinary actions, planning, monitoring and job appraisal
- Continue professional and technical education, attending workshops, seminars, etc.
- Other duties as assigned

Minimal Knowledge, Skills and Abilities Required:

- Product management and product development
- People management and customer research
- Requirements analysis including pricing and planning
- Competitive analysis
- Sales planning and inventory control
- Financial planning and strategy
- Wood Construction knowledge
- Professional, energetic and positive personality and phone presence



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- Strong verbal and written communication skills
- Detail oriented in a fast-paced environment
- Excellent customer service skills
- Knowledge of computer skills such as MS Word, MS Excel and basic computer hardware items
- Reliable and prompt with attendance and deadlines
- Maintain a professional manner under stress
- Must be able to lift up to 25 lbs.
- Bachelor of Arts or Bachelor of Science – Business, Engineering, Marketing or Science

Employee Signature _____ Date _____

Manager Signature _____ Date _____