

**Position Description - phil&teds product marketer**

The intent of this job description is to provide a representation of the types of duties and responsibilities that will be required of positions given this title and shall not be construed as a declaration of the total of the specific duties and responsibilities of any particular position. Employees may be directed to perform tasks other than those specifically presented in this description.

**Position Summary**

The product marketer (PM) is primarily responsible for supporting the brand by managing a product portfolio with all marketing activities. Reporting to the phil&teds marketing manager, this role is based in Newtown, Wellington and is part of the overall marketing team.

Collectively the objectives below will help us achieve more (sales) via execution of product marketing plans and brand targets through brand positioning (differentiation & relevance) and by improving brand awareness and esteem in each market. You'll form strong and trusted working relationships with our teams, that create '1 + 1 = 3' leverage, collaborating on initiatives across the business.

This role encompasses the functions below, along with an estimate of the time allocated to each part of your role:

<p><b>Product marketing</b></p>	<p><b>Product Proposition development</b></p> <ul style="list-style-type: none"> <li>• Work closely with the marketing manager to ensure understanding &amp; execution of product USPs, messaging, timing and activity, globally;</li> <li>• Learn &amp; present competitor analysis (by market) that presents the USP and KSP's in competitor context.</li> </ul> <p><b>Analysis &amp; Planning</b></p> <ul style="list-style-type: none"> <li>• Create an approved marketing plan for your products and schedule activities throughout the year in Product Marketing Plans;</li> <li>• Analyse, plan and present improvements for how we communicate and expose our existing product range and brand, instore and online;</li> <li>• Devise a promotional calendar of activity for managing Paid/ Owned/ Shared/ Earned media with the marketing manager.</li> </ul> <p><b>Portfolio management &amp; development</b></p> <ul style="list-style-type: none"> <li>• Work closely with the marketing manager, creative designers, sales teams and others to ensure the clarity, knowledge and use of the sales/ marketing tools required, by market, to ensure successful sell-in and sell-through;</li> <li>• Manage the marketing activities within the 7 P's as scheduled activities for key sales &amp; marketing initiatives;</li> <li>• Develop sell-through tools that support our sales teams by creating consumer pull (variously: consumer email comms, web content, web advertising assets, advertising, and Social Media activities);</li> <li>• Manage and maintain content and updates on www</li> <li>• Execute your product portfolio marketing calendar incl email marketing, and goal-based activities throughout the year.</li> <li>• Work closely with the marketing leader to ensure all activity is aligned with the strategic goals for the brand throughout the year (reassess focus and direction where needed);</li> <li>• Constantly monitor and tweak communication methods for efficiency &amp; effectiveness.</li> </ul> <p><b>Execution, measurement &amp; response</b></p> <ul style="list-style-type: none"> <li>• Execute the activities above, on time and within budget;</li> <li>• Assist the marketing manager by tracking launch and product marketing success metrics by market (variously: unit sales; \$ sales; POS installations and the 7 P's).</li> <li>• Assist the marketing managing to establish by market: what's selling, what's not, why and therefore what our responses can be. Drive opportunities and ideas to resolve this, and execute with marketing tactics that create sales.</li> </ul>	<p>75%</p>
<p><b>Marketing support</b></p>	<ul style="list-style-type: none"> <li>• Case-by-case support for the wider business;</li> <li>• Support the regions and Field Marketers as required;</li> <li>• Generally support PR &amp; SM activity, and in-house activity where needed;</li> <li>• With attention-to-detail, review &amp; edit, mar-comms, content and generally support.</li> </ul>	<p>20%</p>
<p><b>Reporting</b></p>	<ul style="list-style-type: none"> <li>• Collate a monthly report with data, analysis, commentary and actions to achieve your portfolio goals, and wider brand marketing goals;</li> <li>• Feedback insights, competitor activity, market intel;</li> <li>• Participate in Line Reviews (existing and new products, product line extensions, and launches);</li> <li>• Provide ad hoc reporting as required.</li> </ul>	<p>5%</p>

**90 Day Plan, along with role specific goals as part of your first set&review:**

- Complete the phil&teds (company) on-boarding flight plan with how we do things!
- Establish reporting with the marketing manager;
- Create a competitor analysis for projects, understanding the customer and the market landscape globally;
- Analyse & review websites to help identify what environment the brand needs;
- Understand, use and work with the existing product launch templates to build for the brand;
- Execute product marketing plans
- Write your monthly and other reports

Collectively these goals help us achieve higher levels of sales at phil&teds. They drive success through targeted action plans, process and product improvement, effective resource allocation, and timely achievement of goals.

**The best PMs will:**

- Know the right questions and answers to present to the sales channel, and are equally adept at listening to them.
- Be able, quickly and frequently, to re-evaluate product marketing priorities and make appropriate adjustments.
- Be deeply familiar with one or more marketing and/or product areas, granting natural authority and necessary strategic insight.
- Be able to sift through information and data rapidly, analyse and determine where action is needed and what can be left as is - must be number savvy!!
- Be excellent communicators. One of their critical roles is to act as the communication hub for all product-marketing-related matters, meaning it is imperative that they know how to effectively communicate with different both sales and design people, and, knowing their audience, adjust the message accordingly - on a global scale.
- Know how to be leaders, through a combination of negotiation, influence, and relationship building.
- Learn quickly and possess a solid understanding of the fundamentals of business. They know how to identify opportunities and strategies that will lead to a winning product.
- Have an excellent understanding of crafting a diligent work brief, and demonstrate clear communication to ensure clean project/task execution by the creative and support team

**Skills, Knowledge and Proficiencies required:**

- Analytically minded
- Passion for the detail - extremely detailed focussed
- Initiative PLUS!!
- Microsoft Office and Google Suite experience
- Great time management
- Numbers and facts to support thinking
- Ability to be self managed once set tasks
- Great interpersonal relations with different teams - cross collaboration
- Good attention to detail (spreadsheets...report writing etc)
- True (and massive!!) passion for putting our consumers at the forefront of everything we do
- True passion for phil&teds (and passion for our other brands of course!)

**You will also:**

- Have seasoned product marketing experience esp. with complex distribution channels, preferably with direct industry experience.
- Able to work accurately and decisively under time and personal pressure when the situation calls for it, maintaining your cool and dealing with multiple issues with competing priorities
- Have implementation and relationship management skills, so able to work with others in a collaborative, synergistic team-approach.
- Be organised and have effective work habits with well developed time management skills and good attention to detail.
- Provide a professional approach in communications with internal and external contacts, and always represents the company and its phil&teds philosophy, values and branding policies with the utmost integrity
- Present clear intelligible written and verbal communication

**Key Relationships RASCIO**

The position is located within the marketing team in Wellington, New Zealand and reports to the phil&teds Marketing Manager and you are:

- RESPONSIBLE for your product marketing portfolio
- ACCOUNTABLE to the phil&teds Marketing Manager
- SUPPORTS the extended sales team, creative team, web team, marketing team and sales support teams
- CONSULTS as required
- INFORMS as required
- OMITTS as required.

**Key functions of the PM Team:**

- Write critical mar-comms such as product scope PPT, POS, launch comms, PR and so on - product by product. Not general brand comms but any advertising, product mar-comms, product POS materials, & product merchandising materials.
- Conduct consumer market research on existing products
- Conduct retailer market research on opportunities
- Write and get approval for product marketing plans
- Implement product marketing plans
- Understand the value proposition of every product - this works best when we focus on a narrow market segment with a narrow marketing statement based on the USP, and our own "I look, I get, I feel" These may differ region to region, consumer to consumer.
- Action the marketing mix - the so-called 7 P's of "people, price, place, promotion, positioning, packaging and product".

**Other matters:** The role will require a high level of local and international travel. You must also maintain a clean car driver's licence. All terms and conditions of this contract are fully set out in your Employment Agreement, of which you have a copy. Some of which are summarised below.

**Other entitlements:** You are entitled to staff buying privileges, plus our other benefits (subject to change)

**Termination:** Either party may terminate this employment agreement by giving four weeks' notice to the other party. In the event this agreement is terminated by the employer for redundancy, you shall not be entitled to redundancy compensation.

**Resolving problems:** We both want the employment relationship to run smoothly. Please raise any problems so that we can help to resolve them.

This is a full time, salaried position, based on a 40 hour working week, Monday to Friday. As this is a salaried position, more or less hours may be required by you, in order for you to fulfil this role successfully. In addition, you may need to travel and work outside these hours. Travel on behalf of the company is a normal part of your role in our business. If working on behalf of the company outside your country of residence, there is a flexible arrangement regarding how we use time in lieu; however we do not expect to pay compensation for doing so.

I, \_\_\_\_\_, confirm that I have read and understood the position description and the terms and conditions set out in the Employment Agreement attached, and that I fully understand and accept it.

Date                    /                    /

## Our Business – a Summary

Phil and Teds Most Excellent Buggy Company Limited (“**phil&teds**”), is a private – family like - New Zealand Support Office for our global partners, that designs, manufactures and distributes juvenile products carrying its brand, **phil&teds**, as well as **Mountain Buggy** (another juvenile brand) and **mokopuna 100% pure New Zealand merino** clothing for 0 – 4 year olds & maternity. Our business purpose is to build a large sustainable business, primarily in the juvenile channel, by seeking an outstanding contribution from our 1st class people - we hire the best people we can, and back them to succeed, rewarding them with new opportunities, and a unique culture and spirit – from the fusion of our ‘4 pillars’:

1. **Product:** uniquely appealing product set that is differentiated and relevant, and solves problems
2. **Brand Positioning:** known, compelling brand proposition(s) (authentic positioning, understood and coveted)
3. **Sales Distribution Channels:** committed, effective sales channels (accessible, committed, passionate advocates)
4. **Quality Supply Chain:** efficient & quality assured supply chain (cost effective, reliable and scalable)

We work hard to create business methods to enable us to do this.

## phil&teds philosophy, values and goals

phil&teds New Zealand is the Support Office for our global partners. We create products for parents who want to escape nursery prison and live a life without limit. From small-town New Zealand we support over 50 countries and are lucky to have over 70 employees, who we call phil&teds heads, here. Plus over 30 other employees around the world, as well as retail and sales partners. We’re mad about our people and retaining our unique culture: phil&teds most excellent spirit!

We seek to be the brand of first choice, for parents...through:

- a) products exhibiting design innovation;
- b) great brand experience, and;
- c) our ‘most excellent’ spirit.

Some of the ways we aim to achieve this are: to be clear in our values and principles; be passionate about what we do; have a partnership approach; be brand builders not traders; be as direct as possible; innovate rather than copy, and; operate with integrity and teamwork, & with quality relationships.

We’re a builder of brands: phil&teds, Mountain Buggy and mokopuna 100% pure merino clothing. We believe positioning & storytelling are key to building a sustainable long term business.

## Our Business Objectives 2018 – to inspire families to escape nursery jail and live life without limit.

Your goals and activities will support phil&teds’ Strategic Plan in 2018, which are:

- BUILD COMPETITIVE ADVANTAGE IN SALES
- MAKE AUTHENTIC CUSTOMER CONNEXIONS
- GROW SALES IN EVERY REGION
- IMPROVE BUSINESS EFFICIENCY
- STRENGTHEN ORGANISATIONAL CAPACITY & CULTURE
- EXECUTE WELL & SUSTAINABLY

**OUR FOUNDATION:** Have fun and make money!