

phil&teds: owner of global brand - phil&teds, Mountain Buggy and Mokopuna Merino - is looking for a Product Marketer! We're real people and real parents, achieving real success globally, whilst still working toward our ultimate goal: enable parents to escape nursery prison and live a life without limit!

From Newtown to New York, phil&teds has been making kids stuff for over 20 years, so parents can escape nursery prison and live a dynamic life with kids in tow! Our phil-osophy is adapt&survive and we can honestly say - some claim this and seldom possess it - we have unique spirit and culture and live by that ethos, daily.

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 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 some of the following functions;

Product Marketing

Product Proposition development

- Work closely with the marketing manager to ensure understanding & execution of product USPs, messaging, timing and activity, globally;
- Learn & present competitor analysis (by market) that presents the USP and KSP's in competitor context.

Analysis & Planning

- Create an approved marketing plan for your products and schedule activities throughout the year in Product Marketing Plans;
- Analyse, plan and present improvements for how we communicate and expose our existing product range and brand, instore and online;

- Devise a promotional calendar of activity for managing Paid/ Owned/ Shared/ Earned media with the marketing manager.

Portfolio management & development

- 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;
- Manage the marketing activities within the 7 P's as scheduled activities for key sales & marketing initiatives;
- 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);
- Manage and maintain content and updates on www
- Execute your product portfolio marketing calendar incl email marketing, and goal-based activities throughout the year.
- 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);
- Constantly monitor and tweak communication methods for efficiency & effectiveness.

Execution, measurement & response

- Execute the activities above, on time and within budget;
- 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).
- 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.

Marketing Support

- Case-by-case support for the wider business;
- Support the regions and Field Marketers as required;
- Working alongside SM teamie and FM to ensure maximum focus on the spend for our KA's;
- Generally support PR & SM activity, and in-house activity where needed;
- With attention-to-detail, review & edit, mar-comms, content and generally support

Reporting

- Collate a monthly report with data, analysis, commentary and actions to achieve your portfolio goals, and wider brand marketing goals;
- Feedback insights, competitor activity, market intel;
- Participate in Line Reviews (existing and new products, product line extensions, and launches);

- Provide ad hoc reporting as required.

Success in this role

- 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

phil&teds isn't about Armani suits and ties - we're about a high performance culture, that has fun and makes money! We've built up global relationships with our customers: retailers, sales agents and parents -we're real people, doing real things - and we want to continue to help parents adapt&survive!

If this sounds like you, then we wanna hear from you!!

Email your CV AND cover letter to: pickme@philandteds.com

NOTE: ONLY APPLICANTS WHO HAVE INCLUDED A COVER LETTER WITH THEIR CV WILL BE RESPONDED TO!