

Product Manager

VACANCY: Product Manager

LOCATION: Chesterfield | UK

ABOUT US:

Fusion Group is part of the AVK Group, who are market leaders in the design, manufacture and supply of valves, pipe fittings, hydrants and flow control equipment to the Water, Wastewater, Oil and Gas industries throughout the world. Fusion Group is our centre of excellence for the design, development, manufacture and supply of polyethylene and electrofusion fittings and equipment.

'The Fusion Group Strategy is to become the customers' preferred partner as the leading innovator, manufacturer and supplier of products and services for gas and water polyethylene pipeline systems worldwide'.

ABOUT THE ROLE:

We have a vacancy for an enthusiastic and experienced Product Manager to support and achieve budgets and targets for our designated product portfolio.

You will be responsible for the management of the product portfolio to achieve sales and profit growth targets whilst driving market share, taking the lead role in the planning and design of the products to meet the customer's needs.

Do you have experience in dealing with clients, looking for your next career step to develop your communication and interaction skills with both the customers and internal departments?

Join a market leading company with full autonomy to develop and grow your career whilst benefiting from the support and network of the group, and lead and drive your geographical area?

Key responsibilities include, but are not limited to:

- Gain an understanding of customer experience and define strategies to grow market share.
- Conduct market analysis to assess market size, penetration, competitor offerings, and identify growth opportunities.
- Track customer needs to identify category development requirements to drive business growth.
- Ensure customer requirements are met, validated, and communicated effectively, addressing specific trading needs such as ESG, H&S, and supply chain protocols.
- Identify new & emerging markets related to the sector and contribute to the development.
- Create buy-in for the product vision both internally and with key external partners.
- Develop product pricing and positioning strategies.
- Manage Global Price Lists.
- Scope and prioritize activities based on business and customer impact.
- Evaluate promotional plans to ensure that they are consistent with product line strategy.
- Act as a product champion to build awareness and understanding.
- Visit customers to solicit feedback on company products and services.
- Identify and fill product gaps aligning us with and exceeding the expectations of our customers.
- Manage New Product Development funnels to generate new revenue and margin streams through value added innovation.
- Translate product strategy into detailed requirements and/or prototypes.
- Work closely with engineering teams to deliver with quick time-to-market and optimal resources.



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- Drive product launches including working with sales, marketing, and management teams.
- Collaborate with sales and business intelligence teams to improve the S&OP forecasting.
- Support the CRM system ensuring customer channels, market segments and sizes are defined.
- Attend professional association meetings/dinners.
- Lead the department in managing KPI performance metrics.
- Attend Technical Committee meetings to present NPI funnel, project updates and key action summaries.
- Provide monthly reports on account activities in an agreed format and to agreed timescales.
- Liaise and attend meetings with other company functions necessary to perform duties.

ABOUT YOU:

- Previous experience from an operational marketing/product management background preferably within an industrial environment.
- Degree in Engineering, Marketing or Business is preferable.
- Technical Engineering background is desirable.
- Knowledge of marketing and communication methodologies and tools experience.
- Have sound analytical, conceptual and communication skills.
- Commercial and numerical understanding.
- Proven experience of dealing with key customers in a professional manner.
- Ability to influence and negotiate at all levels to include senior stakeholders.
- Excellent organisation / time management skills.
- Full UK Driver's License

WHAT WE OFFER:

- A culture of shared values, goals, attitudes, and business growth
- Employee Assistance Programme (Welfare and Wellbeing)
- Competitive salary
- 33 days holiday (including statutory Public Holidays)
- Life Assurance plan (x3)
- Company pension plan
- Discounts and cashback across many high-street and online retailers (Supermarkets, Entertainment, Fashion, Days Out, Technology, Home, and Travel)
- A blend of training to help your career development.

WORKING HOURS:

- 37.5 hours per week
 - Monday – Friday 08:30hrs – 17:00hrs

We know that our people make the difference in the AVK Group, and we are looking for skilled, passionate, and driven professionals to work with our inspirational leaders; to promote our culture, enable change and champion a lean environment.

APPLY NOW - Please send your up-to-date CV to careers@avkuk.co.uk

