

Job Advertisement

Product Manager – Industry Management and Automation (IMA)

Phoenix Contact is a global success story, a market leader and innovator in the field of electrical engineering. A manufacturer of products and solutions for all aspects of electrical engineering and automation with an annual turnover of two billion Euros. Combine these aspects with an Australian business that is experiencing well above industry average growth and it's an exciting time to become a part of the team.

The Phoenix Contact Product Manager is responsible for the development of and for the complete marketing and technical support for the Industry Management and Automation (IMA) product range throughout Australia and New Zealand. The Product Manager is also responsible for the day-to-day management of the assigned product portfolio.

Key Result Areas & Responsibilities

- Define what products are suitable for target markets.
- Develop and follow through a detailed promotional plan linked to the Marketing Plan.
- Research and evaluation of market intelligence including competitors.
- Analyse product sales per state and recommend actions to improve results.
- Responsible for all aspects of new product releases, including all manuals.
- Responsible for advertising budget and associated cost control. Coordinate and review all marketing expenditure.
- Set price points for products in conjunction with the National Sales Manager.
- Co-ordinate and assist in product launches, promotions, trade exhibitions and road shows.
- Develop plans to increase the penetration of new products into markets.
- Set pricing for special projects and tenders in conjunction with Sales managers and the National Sales Manager
- Follow up on significant customer issues of a technical, sales and delivery nature.
- Develop and provide product training of a sales and technical nature for all staff and specific customers.
- Provide appropriate product training to all distribution partners.

Skills & Competencies Required

- Tertiary qualifications in Electrical Engineering or a related discipline.
- Minimum of 5 years' experience in a similar role.
- Proven product management experience.
- Experienced in product launches.
- Experienced working with overseas suppliers.
- Financial Management, ability to make decisions and accountability
- Strategic Ability, Planning and organisational skills.
- A high level of skill in written and oral communication.
- Ability to lead and motivate a team
- A high level of negotiation skills.
- Results/Achievement orientation, Co

If you have the experience and abilities listed above, are seeking to join a global industry leader with a reputation for growth, quality engineered products then this is the position for you. Please click apply or if you prefer to email your resume to <mailto:hr@phoenixcontact.com.au>