

Phoenix Contact
PRODUCT MANAGER - DC

PXC PD 2.04

POSITION SPECIFICATIONS

Position Reports To	National Marketing Manager
Direct/Indirect Reports	Nil
Financial and/or Other Delegation/s	As per company policy
Version	October 2024

SCOPE OF THE ROLE

The Phoenix Contact Product Manager is responsible for the development of and for the complete marketing and technical support for the Device Connectors (DC) 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 AND SUPPORTING RESPONSIBILITIES

DC PRODUCT RANGE:

- Device Connectors (DC) – Technologies

PRODUCT DEVELOPMENT AND MARKETING:

- Define what products are suitable for target markets.
- Develop and follow through a detailed promotional plan linked to the Marketing Plan.
- Develop training and sales material for all staff.
- 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.

CO-ORDINATION OF SPECIAL PROJECTS

- Set pricing for special projects and tenders in conjunction with Sales managers and the National Sales Manager
- Develop and co-ordinate the updates of the project pipeline.

PRODUCT TRAINING FOR STAFF AND CUSTOMERS

- 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.
- Develop and maintain a quarterly training schedule for the timely and effective delivery of product knowledge.

LIAISE WITH LOCAL AND OVERSEAS PRODUCT SUPPLIERS

- Maintain contact with Phoenix Contact Germany and attend Product Managers training as required.
- Maintain contact with local product suppliers as necessary.
- Follow up on significant customer issues of a technical, sales and delivery nature.

COMMUNICATION:

- Actively participate in formal and informal communication to further the aims of the individual, the team and the company.
- Seek out information required to perform tasks effectively and efficiently and to better understand your job, the business and the environment in which we operate.
- Communicate with all other employees with respect and integrity.
- Attend regular team meetings/information sessions.
- Commit to listen and understand others, act on ideas and suggestions, share relevant and accurate information and provide timely feedback when required.

WORK HEALTH AND SAFETY:

Contribute to the provision of a safe working environment by:

- taking care to protect personal health and safety at work
- not adversely affecting the health and safety of other employees
- identifying and rectifying where possible, hazards in the workplace
- complying with all reasonable instruction and safety using equipment provided
- reporting any incidents or near misses which may occur
- complying with all company policies and procedures.

QUALITY / CONTINUOUS IMPROVEMENT:

- Actively support the requirements of company Quality systems by maintaining Company documentation and procedures.
- Continually review work practice and recommend ways in which practice, systems and/or processes can be improved.
- Participate in activities that address improving performance and actively promote improvement.
- Improve both internal and external customer focus.

PRIVACY RESPONSIBILITIES:

- Any personal or sensitive information collected in the course of performing your duties is to be used only for the purpose for which it was collected.

ENVIRONMENTAL SUSTAINABILITY AND MANAGEMENT

- Comply with relevant Australian Government environmental legislation, regulations and policies and other leading practice requirements to;
- Consider sustainability issues in the planning and management of Phoenix Contact Ltd activities;
- Prevent pollution; minimise waste and greenhouse gas emissions; and minimise our consumption of energy water and natural resources; through both technical and staff-based initiatives
- If applicable to your position or area of responsibility, set, meet and periodically review environmental objectives and targets;
- Adhere to the principles of the *Environmental Policy*
- If required, communicate the *Environmental Policy* and Environmental Management System to staff, contractors, suppliers, consultants and volunteers;
- If required, provide environmental awareness and training to ensure staff throughout Phoenix Contact are aware of their environmental roles and responsibilities;
- Play a role in striving for continual improvement of environmental performance through the monitoring of our achievements on a regular basis and reporting to relevant stakeholders.

PHOENIX CONTACT CODE OF CONDUCT

- Adhere to the principles outlined in the Phoenix Contact Group Code of Conduct.
- Consider the code of conduct in the planning and management of Phoenix Contact Ltd activities by:
 - Making decisions and conducting activities within established guidelines.
 - Demonstrate respect, fairness, and integrity as the foundation of all your daily interactions.
 - Adhering to occupational health and safety requirements as per relevant Australian Government legislation.
 - Safeguarding the personal data entrusted to you by others.
 - Respecting and maintaining the integrity of fair competition.
 - Avoiding any conflicts of interest between private and business interests.
 - Exercising diligence when handling relevant information, expertise, and intellectual property belonging to Phoenix Contact and third parties, while implementing appropriate protective measures.
- If required, communicate the *Phoenix Contact Group Code of Conduct* to staff, contractors, suppliers, consultants, and volunteers.

SUMMARY OF KNOWLEDGE, SKILLS AND COMPETENCIES REQUIRED**KNOWLEDGE, QUALIFICATIONS AND/OR EXPERIENCE:**

- 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.

SKILLS AND COMPETENCE:

- 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, Commercial acumen.
- Time management, particularly the ability to prioritise.
- Professional approach, project management & numerical skills.
- Commercial awareness, product knowledge and customer service orientation.

EMPLOYEE ACKNOWLEDGEMENT:

Incumbents Name	
Signature	
Manager's Name	
Signature	