

## **Product Manager**

Product Management / Marketing/ Engineering/ Manufacturing/ Project Management

Moncton, New Brunswick

Do you want to work for a dynamic and rapidly growing company that is an industry leader in our field? Greystone Energy Systems Inc. is dedicated to developing high quality and innovative solutions for its customers with unsurpassed customer service.

### **The Opportunity**

We are growing and looking for a motivated **Product Manager** to join the Product Management team working in Moncton, New Brunswick.

### **Objective & Summary**

The Assistant Product Manager will assist in the growth of the company's product portfolio by assisting the Product Manager in identifying potential products; conducting market research and generating product requirements to create business cases to present to Management. Work as a team with engineering, sales & production to outline product specifications, production timetables, pricing, and time-integrated plans for product introduction and marketing strategies.

### **Principle Duties & Responsibilities**

Assist Product & Marketing Manager in bringing new products to market by analyzing proposed product requirements and product development programs; prepare return-on-investment analyses; establish time schedules with engineering and manufacturing.

Assist Product & Marketing Manager in determining product pricing by utilizing market research data; reviewing production and sales costs; anticipating volume; costing special/customized orders.

Obtain product market share by collaborating with the Sales Department to develop product sales strategies.

Help assess market competition by comparing the company's product to competitors' products.

Contribute in new product introduction from development approval through to market introduction.

Assist in project managing new product development for each stage gate, from business case approval to product release

Assist in developing a detailed project plan to track progress of new product development.

Measure project performance using appropriate systems, tools and techniques.

Assist Product & Marketing Manager in being the company's experts in the space in which the product exists. This means advising management that their product should be fundamentally reconsidered given the company's position in the market.

Assist Product & Marketing Manager in defining and representing the product roadmap.

- Represent the customer. The Assistant Product Manager must assist in being the company's expert on how people interact with their product (e.g., through user testing, surveys, analytics) and apply this knowledge in helping define the company's product roadmap.
- Assist in defining and launching sound iterations to the product.
- Determine customers' needs and desires by specifying the research needed to obtain market information.
- Recommends the nature and scope of present and future product lines by reviewing product specifications and requirements; appraising new product ideas and/or product changes.

### **Management**

- This position reports to the Product & Marketing Manager

### **Education, Training & Experience**

- University degree or College diploma (Preference for related technical field) and minimum three (3) years experience in product management.  
(Equivalent of education and experience could be acceptable)
- Knowledge/experience of HVAC and/or electronics preferred.
- Experience in related areas such as the following would be considered an asset:
  - Understanding the Customer
  - Product Development
  - Market Requirements Analysis
  - Competitive Analysis
  - Project Management

### **Skills and Competency Requirements**

- Strong communication, organizational, process development, and problem-solving skills.
- Strong data analysis skills.
- Strong computer skills (MS Office Suite, SYSPRO, JIRA, etc.).
- Sound understanding of new product introduction & marketing principles.
- Effective project management skills.
- Exceptional attention to details.
- Personable, presentable & articulate.
- Commitment to continuous improvement and resource development.

Preference will be given to applicants that can prove a successful track record.

Please provide at least three (3) reference names and email addresses of people who are very familiar with your skills, abilities and experience. All references will be contacted for successful candidates.

Only those who will be considered for the next step of the application process will be contacted

**Applications should be forwarded to Sima Eskandari, HR Manager**

**[Eskandari.s@greystoneenergy.com](mailto:Eskandari.s@greystoneenergy.com)**