



Product Manager - Moncton, NB Canada

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 and experienced **Product Manager** to join our product management team; The Product Manager will be working in a high volume manufacturing and customer order fulfillment facility located in Moncton, New Brunswick.

Objective & Purpose

The Product Manager will assist growth of the company's product portfolio by 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

- 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.
- Assess market competition by comparing the company's product to competitors' products.
- Provide source data for product line communications by defining product marketing communication objectives.
- Obtain product market share by working with V.P. of Sales to develop product sales strategies.
- Assess product market data by calling on customers with field salespeople and evaluating sales call results.
- Provide information for management by preparing short-term and long-term product sales forecasts and special reports and analyses; answering questions and requests.
- Brings 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.
- Work with Sales to determine product pricing by utilizing market research data; reviewing production and sales costs; anticipating volume; costing special/customized orders.
- Manage new product introduction from development approval through to market introduction.
- Maintain professional and technical knowledge by attending educational workshops; reviewing professional publications; establishing personal networks and participating in professional societies.
- Contribute to team effort by accomplishing related results as needed.
- Ability to travel both domestically and internationally. Possess or ability to possess a valid passport.

Management

- This position reports to the Product & Marketing Manager.

Education, Training & Experience

- University degree or College diploma – Preference for related technical field.
- Minimum three (3) years product management experience.
- 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
 - Requirements Analysis
 - Competitive Analysis

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.).
- Knowledge of Creative Suite (Illustrator, InDesign, Photoshop) is an asset.
- Sound understanding of new product introduction & marketing principles.
- Effective project management skills.
- Exceptional attention to detail.
- 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 3 reference names and email addresses of people who are very familiar with your successes. All references will be contacted for successful candidates.

Please submit your detailed resume outlining your recent experiences, including copies of all diplomas, degrees and/or certificates.

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

Please send resume to the attention of:

Jeff Ayer

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