

Product Manager

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Company: Miller Leith

Location: Australia

Category: other-general

Position: Product Manager

As pioneers in the QSR industry, our client aims to become the most cherished and accessible drinks brand in Australia and are looking to bring their next product manager to join them on the journey!

Role Overview:

We are on the lookout for an inquisitive and energetic Product Manager to contribute to our clients growing Marketing team. In this key role, you will spearhead the development and execution of the product marketing strategy across Australia and the USA. This encompasses managing the full product portfolio, ensuring alignment with the current and long-term vision, enhancing brand equity, and maximizing profitability.

Key Responsibilities:

Develop and implement processes to guarantee product excellence, covering information management, compliance, and communications.

Plan and execute product market introductions, closely collaborating with Marketing, Operations, and Supply Chain teams.

Identify and manage strategic collaborative partnerships, optimizing suitability and performance potential.

Monitor and analyse product performance, steering optimization efforts based on data-driven insights.

Consistently report on product performance, consumer trends, competitor pricing, and activity reviews.

Recognize the need for consumer product testing and take charge of necessary research initiatives.

Coordinate and oversee the FMCG portfolio and program for the brand.

Requirements:

Possess strong analytical skills, utilizing data and insight for well-considered decisions.

Display adept stakeholder management skills to drive outcomes and influence diverse groups effectively.

Showcase the ability to organise and multitask across various ongoing projects, effectively managing competing demands.

Demonstrate strong communication skills, adapting seamlessly to different people and personalities.

Self-motivated, showcasing the drive to succeed and deliver results while fostering a positive work environment.

5+ years of experience in product management, preferably within the food and beverage sector.

What We Offer:

In return, you will become an integral part of a supportive team committed to your personal and professional growth. Enjoy a product allowance and be part of a company that genuinely values and cares for its people.

Consultant

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Reference number: BH-4915

Profession:MarketingProduct Manager

Company: Miller Leith

Date posted: 16th Feb, 2024

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