



Name:	
Job Title:	Junior Product Manager
Department:	Marketing
Reports to:	Product Manager
Staff Responsibilities:	None
Purpose:	The Junior Product Manager will assist the Product Manager with all aspects of new product development on selected brands, from initial concept through to final production start-up, whilst also taking sole responsibility for selected projects. They will also provide continued support on all previously developed products once in production. As well as creating and maintaining strong working relationships with external licensors and Internal teams such as: Sales, Marketing and Hong Kong office.

Responsibilities:

It is envisaged that the Main duties of the roll will encompass the following:

1. Be involved with all aspects of new product design and development under supervision. This would involve idea generation, market research, mood boards and trending information.
2. Develop your designated products by gaining a full understanding of their attributes, researching their market position, and gaining a thorough knowledge of the competition. All aspects must be carefully considered and well documented.
3. Conduct continuous market research, through both desk (online) and store visits.
4. Produce detailed specifications for all new products and brief into UK and HK Design office where necessary.
5. Provide a creative and commercial rationale for existing, current, and future development.
6. Brief product packaging into UK and HK office. Ensure it fully conveys the product in the most attractive way whilst adhering to any style guide specifications. Reviewing all appropriate customer instruction manuals where required and ensuring all deadlines are met.
7. Review and feedback on models/prototypes of products during development.
8. Ensure all products have passed a risk assessment during and post development.
9. Ensure the NPD line list is up to date throughout development. This includes but is not limited to the Pre-Tolling Milestone report.
10. Attend development/approval meetings as required and ensure meeting notes are updated after each meeting.
11. Attend costing meetings and provide product, RRP and rationale guidance. Ensure all information is documented.
12. Report on the performance of the product range by understanding and analysing customer and company sales data.
13. Review and ensure the price list, copy text, system (EPDS), and any selling tools such as brand presentations, images and videos are up to date and are fully reflective of the range.
14. Build a strong relationship with relevant licensors to ensure new licensed products and packaging are fully approved, by working with their online approval systems to document all approvals both internally and externally.
15. Brief photoshoot/demo video requirements, from product angles to models clothing.
16. Attend photoshoots in the studio or off site to ensure the product is well presented in photography and demo videos. Saving all images on the system.



17. Work with the Marketing team on, Trade advertisements, Press releases, editorial content, and PR.
18. Input into the Showroom and Trade show layout, product displays and brand graphics to best portray the brands and products we currently offer (Internal showroom/ Toy Fairs/ Catalogue/Company Sizzles).
19. Ensure sample requirements are arranged as and when necessary for displays, trade shows and sales requirements.
20. Present range to sales teams during seasonal previews, and present to customers and licensors where necessary.
21. Support the sales team by reviewing samples, attending meetings, providing creative guidance for any NSP's they are looking to develop for their customers, and supplying any digital content their customer might need for their website.
22. Review appropriate product customer reviews, making suggestions for improvements to rectify any issues. Reply to customer service inquiries.

Skills and Requirements:

- Must enjoy toys and be able to help conceptualise gameplay based on the characteristics of a brand or character.
- Well organised, diligent, and capable of multi-tasking in a dynamic environment.
- Ability to work proactively with high attention to detail.
- Show excellence at working under pressure and within tight deadlines.
- Ability to quickly assess situations, take initiative and act accordingly to get the job done.
- Passionate about creative excellence.
- Understand both UK and international marketplaces.
- Ability to thrive in a high energy, entrepreneurial high growth environment.
- Excellent communication skills – written, verbal, presentation and interpersonal.
- Competency in Microsoft applications including Word, Excel, and Outlook.
- Desire to succeed and make a difference.

Additional Requirements

- Availability to attend any appropriate trade fairs, which may involve overnight stays and foreign travel.
- Availability to travel to HK office at key stages of schedule to concentrate development and speed up process.

Signatures agreeing Job Description

Job Holder:

Date:

Line Manager:

Date: