



Job Title:	Product Assistant
Department:	Marketing
Reports to:	Product Manager
Staff Responsibilities:	None
Purpose:	As a Product Assistant you will assist the product team with all aspects of new product development. Provide continued support on all previously developed products once in production and maintain all approvals and sales documentation to a high standard.

Responsibilities

1. Form close working relationships with Product Managers and wider team members, gaining knowledge of the systems in place and developing an understanding of technical/production methods.
2. Accurately document all competitor reviews, ensuring a full understanding is gained on their attributes and market position.
3. Assist in the delivery of detailed product specifications for all new development including packaging.
4. Liaise with the relevant licensors to ensure new licensed products are fully approved through all stages of a products development. Correctly use and fully understand any relevant online approval systems.
5. Attend development/approval meetings as required, taking notes where needed and assisting with setting up the VC equipment for online meetings.
6. Maintain accurate file details of all products, in line with current systems that are in place. Ensuring that product progress is always transparent and accessible.
7. Helping to prepare presentations showing new product concepts to the sales teams. Working the Teams Cameras and supporting during sales meetings
8. Assisting with sample requirements for displays, trade shows and sales requirements.
9. Maintaining Product Catalogues with up to date and accurate product information. This may require work on Abode Photoshop, training can be given.
10. Assisting in the maintance of product specification on EPDS (internal system).
11. Working with the Design and Marketing teams to ensure that new products are correctly represented in catalogues, TV commercials and assisting with copy details as required.
12. Assist with the preparation for trade shows, showrooms and any other displays/events as required.
13. Ensure the Showroom is always presentable, all products are in the correct place and arranged neatly.
14. Under supervision write copy text for all new products for internal and external use.
15. Provide assistance, when required, at photshoots and Demo videos. Maintinain relevant documentation, ensuring all photography is tracked and photography briefs are created for all items being shot.
16. When required help to provide mock up samples and packaging for products.
17. Assist with sourcing and creating sound files for new products.
18. Document competitive shops on PowerPoint, printing and binding the document as needed.

Skills and Requirements

- Must enjoy toys and be able to help conceptualize gameplay based on the characteristics of a brand or character.
- Well organised, diligent, and capable of multi-tasking in a dynamic environment.



- 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.
- Ability to thrive in a high energy, entrepreneurial high growth environment.
- Excellent communication skills – written, verbal, presentation and interpersonal.
- Wish to succeed and make a difference.
- Excellent team working skills.

Signatures agreeing Job Description

Job Holder:

Date:

Line Manager:

Date: