



## POSITION DESCRIPTION

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**POSITION TITLE:** Strategic Product Manager-Retail DIY      **FLSA STATUS:** Exempt  
**DEPARTMENT:** Product Management

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### REPORTING RELATIONSHIPS

**POSITION REPORTS TO:** Director of Retail Product Management  
**POSITIONS MANAGED:** None

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### POSITION PURPOSE

The Strategic Product Manager is responsible for managing the DIY product line life cycle from the strategic planning to tactical initiatives. The Strategic Product Manager specifies the market requirements in relation to the business' product. This includes both existent and future products based on market research realized through interactions with the consumers and prospective consumers. This position regularly performs competitive, pricing and profitability analyses, which is used to drive strategies that will improve the business' product market position, enable cost reduction, and improve quality over product competition. This research enables the product line departments to manage their individual product lines based on accurate information leading to a better execution of their duties/functions. This individual is responsible for contributing to a positive work environment.

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### POSITION QUALIFICATIONS AND JOB DUTIES

#### QUALIFICATIONS AND EDUCATION REQUIREMENTS:

1. Bachelor's degree in Business, preferably marketing or a related field
2. Must have 3-5 years' experience in product management, retail and consumer products and new product development
3. Should have 3-5 years' experience in project management, overseeing multiple projects in a limited-resource environment
4. Should have 1-3 years' experience in process control and revision implementation
5. Must have extensive knowledge of Standard Operating PC, including Windows XP, MS Office Suite (including MS Project), SAP ERP experience is preferred

#### JOB DUTIES:

1. Manage product roadmap through all phases of the product development lifecycle
2. Develop and implement product strategies consistent with the company vision
3. Collect and analyze feedback from customers, stakeholders and other teams to shape requirements, features and end products
4. Work with senior management to create product plans and roadmaps
5. Lead product managers and coordinate cross-functional teams
6. Produce and review product requirements documents

7. Define goals for Procurement, Production, and Quality Assurance to attain with regards to new and existing products
8. Ensure products and releases are launched correctly on schedule, and on budget
9. Make creative recommendations to expand product base and vision
10. Suggest ways to track product use and impact on end users
11. Plan and manage annual budget for product related expenses
12. Develop mutually beneficial, respectful, and effective relationships with peers to ensure seamless coordination between departments, maximize synergy, and maintain a shared vision, strategy, and focus
13. Able and willing to work necessary hours to meet all project deadlines, travel when necessary
14. Other Duties- Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice

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## CORE COMPETENCIES

1. **Professionalism** - Upholds organizational values, demonstrates sound business ethics, works with integrity and ethically in all situations, and treats others with respect and consideration at all times regardless of their status or position. Accepts responsibility for actions, reacts well under pressure, follows through on commitments, and demonstrates consistency between words and actions.
2. **Project Management** – Completes appropriate amount of projects within the given timeframe.
3. **Diligence** –Perseveres in accomplishing tasks or objectives and maintains a sense of urgency about getting results.
4. **Quality Management** – Demonstrates accuracy and thoroughness, looks for way to improve and promote quality, monitors own work to ensure quality and applies feedback to improve performance.
5. **Attention to Detail** – Completes work in a thorough and complete manner, provides detailed information, and tracks details at all times.
6. **Active Communications (Verbal, Written, Listening Skills)** – Clearly expresses ideas, information, and concerns both verbally and in written format in both positive and negative situations. Actively listens, offers full attention when others speak, gives verbal and nonverbal cues of interest, asks questions for clarification, and paraphrases to ensure understanding. Actively seeks and disseminates information from and to a variety of sources, accepts responsibility for ensuring that people have the current and accurate information needed for success, and asks questions to open channels of communication. Demonstrates group presentation skills, presents information and numerical data effectively, and actively participates in meetings.
7. **Responsiveness** – Takes action to meet the needs of others, responds timely without supervision, and minimizes delays.
8. **Innovation** - Displays original thinking and creativity, meets challenges with resourcefulness, generates suggestions for improving work, and effectively presents ideas and information.

9. **Organizing & Planning** – Plans, organizes and effectively manages to maximize efficiency and productivity. Sets goals and objectives, prioritizes and plans work activities, identifies specific action steps and resources, anticipates problems and develops contingency plans.
10. **Problem Solving & Decision Making**– Able to identify problems, solve them, and show good judgment by isolating causes from symptoms, gathering information from a variety of sources, compiling information and solutions, involving others as appropriate, readily committing to action, and making decisions that reflect sound judgment in a timely manner. Able to identify and choose between multiple options, work well in-group problem solving situations, understand consequences of potential decisions, and support and explain reasoning for decisions.
11. **Results Oriented** – Maintains an appropriate focus on short and long term goals, outcomes, and accomplishments, conveys a sense of urgency to make things happen, and displays a sense of urgency about getting results. Motivated by achievement and persist until the goal is reached.
12. **Customer Orientation** – Views the organization through the eyes of the customer, anticipates and meets customer needs, solicits customer feedback to improve service, responds promptly, and effectively manages difficult or emotional customer situations

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**PHYSICAL DEMANDS**

1. Must be able to remain in a stationary position 50% of the time.
2. Must be able to bend, climb stairs, and continuously stand or walk 25% of the time.
3. Must be able to occasionally move within the office to access file cabinets, office machinery, etc.
4. Must be able to lift 10-20 pounds (for example: packages, copy paper boxes, etc.)
5. Must be able to communicate effectively by listening and also in both written and verbal forms.

**WORK ENVIRONMENT**

1. Generally, works in an office environment but may occasionally be required to perform job duties outside of the typical office setting.
2. This position regularly requires large amounts of time to be spent using and viewing computer screens and equipment, which generally entails regular and repetitive motions.
3. May occasionally be exposed to fumes, airborne particles, or chemicals. All safety procedures should be adhered to in each of these situations.
4. Available to travel domestic and international 10% of the time

**SIGNATURES**

This job description has been approved by all levels of management.

**Manager Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Human Resources Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

The employee signature below constitutes the employee's understanding of the requirements, essential functions and duties of the position.

**Employee Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

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