



Associate Product Marketing Manager (Pool & Hot Tub)

Reports to: Product Marketing Manager

Department: Marketing

Classification: Exempt

Last Updated: 8/1/2023

Job Summary:

The **Associate Product Marketing Manager** is responsible for being an expert on our consumers, our industry and understanding the influencers and buyers of King Technology's product portfolio. This position will support the definition of the value proposition, building and executing the KTI product roadmap plus ensuring the go-to-market strategy for the pool and hot tub product category while driving towards achievement of aggressive sales targets.

This position will manage the legacy of pool and hot tub products using an 80/20 lens while also bringing new products to market and driving adoption of those products. As a leader of the pool and hot tub portfolio, you will be responsible for providing direction on the overall product marketing strategy.

Essential Functions:

- Research and learn about the Pool & Hot Tub industry, while staying up to date on changes and trends
- Leverage consumer insights to help identify trends and long-term business opportunities for the pool & Hot Tub categories
- Lead and Partner with New Product Development Teams to define product roadmaps and proactively manage product lifecycles
- Support the product development process from concept through launch
- Anticipates future trends and implications
- Use financial analysis to generate, evaluate and act on strategic options
- Research and understand competitive landscape
- Ensure all pool marketing communications are within regulatory guidelines
- Ensure channel partners have the tools and training needed to succeed
- Develop promotions and/or programs to meet financial targets
- Work cross functionally to ensure proper launch of new products and programs
- Thorough understanding of competitor's product offering & pricing
- Be able to articulate both verbally and written

Job Qualifications:

- Bachelor's degree in Business or Engineering
 - Preferred 5+ years of progressive product marketing responsibility
 - Positive attitude and an energetic work ethic in a collaborative team-based environment
 - Must possess well-developed ability to assess trends and insights using multiple data sets
 - Able to effectively organize and prioritize work effectively within a team in a fast-paced environment with minimal supervision and ever-changing tasks
 - Must be able to act independently while collaborating with a variety of internal and external teams
 - Ability to lead teams from project kick-off to launch
 - Ability to synthesize large amounts of data into well-written and actionable information
 - Able to work on multiple projects simultaneously
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- Excellent verbal presentation and written communication skills are required including the ability to deliver presentations to senior and executive management
- Financial acumen and attention to detail
- Have a hands on approach to work and getting tasks done
- Must be able to travel up to 20% of time

Desired, but not required

- Product Marketing Certification and/or
 - Product Management Certification and/or
 - Project Management Certification
 - Certified Pool Operator
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