



Hot Tub Product Marketing Manager

Reports to: Group Marketing Manager Department: Marketing

Classification: Exempt Last Updated: 6/4/2021

Job Summary:

The Hot tub Product Marketing Manager is responsible for being an expert on the hot tub product portfolio, hot tub consumers plus the competitive landscape. This individual will need to craft a winning product strategy to meet aggressive growth goals. This position will oversee the execution of the value proposition, building and executing King Technology's hot tub product roadmap plus ensuring the go-to-market strategy for the hot tub category drives towards achievement of aggressive sales & profitability targets.

This position will collaborate with Product Management, Marketing, Engineering, Customer Service and Sales. The Hot Tub Product Marketing Manager is accountable for both the marketing and SKU rationalization of legacy hot tub products while also bringing new products to market and driving adoption of those hot tub products. This role will be responsible for providing the overall hot tub product marketing strategy that you and the team will execute.

Essential Functions:

- Responsible for gaining Voice of the Customer insights to drive the innovation funnel via various research methods. Interviews, site visits, surveys, focus groups, ethnography, etc.
- Responsible for overall KTI hot tub product roadmap and product life cycle management
- Responsible for orchestrating and executing new product launches for hot tubs (beginning to end)
- Full responsibility for developing and managing the New Product Development process for the hot tub category
- Responsible for ensuring all marketing of hot tub products meets regulatory standards
- Responsible for hot tub product training for the channel and consumers
- Gather industry insights/trends and identify opportunities or risks
- Analyze hot tub competitive landscape and recommend strategic moves to strengthen King Technology's position
- Identify and execute consumer and product research studies
- Develop and manage promotions/programs to drive hot tub category
- Execute product packaging within brand standards
- Collaborate with Sales representatives and channel partners to develop product solutions



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Job Qualifications:

- Bachelor's degree in Business or Marketing
- Preferred 10+ years of progressive product marketing responsibility including managerial roles in a marketing environment
- Preferred at least 5 years of managing a team of professionals
- 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, prioritize, and delegate work effectively within a team in a fast-paced, innovative 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 synthesize large amounts of data into well-written and actionable information
- Able to work on multiple projects simultaneously
- Excellent verbal, presentation and written communication skills are required including the ability to deliver presentations to senior and executive management
- Must be able to travel 20% of time