

# Hella, Inc.

## AVAILABLE POSITION



---

**POSITION:** Product Manager – Marine and Interior Lights

**REPORTS TO:** Alfredo de la Vega, Manager Product Development and Marketing

### I. **OVERVIEW:**

Working under the guidance of the Manager of Product Development, implement business plans for assigned products which optimize turnover and gross margin against agreed company objectives. To meet or exceed all relevant objectives on assigned products with flexible and imaginative responses to changing market conditions to achieve the best possible results.

### II. **DUTIES AND RESPONSIBILITIES:**

- Assist the Product Development/Marketing Manager with the creation and implementation of plans to cover product specification, pricing, distribution, promotion and support literature. This should include communication of all relevant information to customers, the Hella sales force and suppliers via print, presentation or electronic means.
- Monitor progress against targets and take action to respond to market changes. This will include demand forecasting to support availability.
- Assume full overall responsibility for all aspects connected to the products under his management.
- Update product ranges, packaging, literature etc to ensure they meet market needs.
- Research technical and market trends and develop a technical competence for the products to make informed marketing decisions and support the Hella Sales team.
- Implement promotions in line with the marketing plan, including origination, design development and presentation.
- Deal directly with suppliers in product specification and sourcing matters prior to handing over procurement to purchasing department.
- Develop and introduce new products and extensions to exploit market opportunities.
- Manage retail and standard discount pricing for assigned product, taking account of market levels and margin requirements.
- Support the Aftermarket and Special OE teams as necessary.

**Hella, Inc.**  
**AVAILABLE POSITION**



- 
- Ensure publicity for products and activities through PR programs, communication media and liaison with the PR agency.
  - Co-operate with Sales/Marketing team to ensure correct product profiles at exhibitions.
  - Brief and train Hella sales force on new products, technical information and promotions. To ensure that they are well equipped to promote the range at all times.
  - Offer technical advice and support including maintenance of warranty return administration in conjunction with the Product Returns staff.
  - Customer liaison to reinforce marketing objectives and to support sales team on relevant product ranges.

**III. EXPERIENCE, EDUCATION AND SKILLS REQUIRED:**

- Minimum 2-3 Years experience in sales or marketing within the Marine, Automotive or similar industries.
- Bachelor degree in Business, Marketing or Engineering
- Excellent oral and written communication skills
- Good organizational skills
- Computer skills required (SAP knowledge helpful)
- Good Presentation Skills

**VI. SUPERVISION OF OTHERS**

None at this time.

**VI. OTHER NOTES/CONTACT**

We offer a competitive salary, complete benefit package including 401K and an excellent working environment.

Mail resume to: Hella, Inc., Box 2665, Peachtree City, GA 30269  
or fax to: **770-631-7532.**