



## POSITION DESCRIPTION

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**POSITION TITLE:** Product Development Manager

**FLSA Status:** Exempt

**DEPARTMENT:** Product Management - Retail

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### REPORTING RELATIONSHIPS

**POSITION REPORTS TO:** Director of Product Management – Retail

**POSITIONS MANAGED:**

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### POSITION PURPOSE

The Product Development Manager is responsible for developing product plans for new and current products for Bona's retail segment. The Product Development Manager will lead the innovation process, concept validation, conducting market research and formulate insights that will generate product requirements and specifications. This person must work cross-functionally to create a strategic product plan that aligns brand objectives. Additionally, the Project Development Manager will interface with various departments including Sales, Marketing, Project Management, R&D and our global counterparts to ensure successful and sustainable sales growth and will contribute to a positive team atmosphere.

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### POSITION QUALIFICATIONS AND JOB DUTIES

#### QUALIFICATIONS AND EDUCATION REQUIREMENTS:

1. Bachelor's degree in Marketing, Business or other related field required, with experience in retail and consumer goods preferred.
2. Minimum of five to ten years' experience in product development, product management, or brand management. Experience in consumer products and retail channels a plus.
3. Thrive in a dynamic environment; the candidate must be able to deal with and incorporate feedback from multiple business functions with the perspective of continuous improvement.
4. Self-starter, initiative, flexible, resourceful, adept at dealing with ambiguous situations.
5. Previous experience managing employees is preferred.

#### JOB DUTIES:

1. Manage the Bona Retail Innovation process, filling the development pipeline with three to five years of product innovation.
2. Lead the Product Development process lifecycle from concept validation, to Ideation and through market research. Approved products will be kicked off as projects and managed by the Product Project Manager.
3. Develop and manage Product Brief inclusive of consumer insights, product requirements and product positioning as the cross functional working document between PM, Sales and Marketing
4. Manage the current portfolio of Bona's Retail products, monitor sales and evaluate product, positioning and packaging on an ongoing basis
5. Manage the retail market research budget
6. Lead and work with cross-functional teams, including product management, sales, finance, supply chain and R&D
7. Monitor and analyze competitive industry activity, market conditions, customer research, and best practices

8. Developing people, providing positive and constructive feedback, and placing the right people in the right places to ensure the team is aligned for success
9. 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.
10. Able and willing to work necessary hours to meet all project deadlines, travel when necessary.
11. 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. **Develop Relationships** – Builds and maintains relationships that incorporate cooperation, trust, and respect by devoting the appropriate time and energy to facilitate business transactions. Relates to others while building credibility and rapport, communicates in an honest and straightforward manner, and maintains networks.
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.

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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.

**SIGNATURES**

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

Bona US is an at-will employer. Therefore, both the employee and the employer retains the option of ending the employment relationship with the Company at any time, with or without notice or cause. Neither this document nor any other oral or written representations may be considered a contract for any specific period of time.