



Job Posting Product Line Manager

Department: DII Sales

Job Title: Product Line Manager

Reports to: Business Development Manager - DII

FLSA Status: Exempt

Location: Charleroi, PA

COMPANY PROFILE

DMI Companies, founded in 1978, is a leading manufacturer of HVAC accessories supplying the commercial, industrial and residential HVAC markets through a vast network of domestic and international distributors. DMI has national standing as an industry leading innovator that possesses integrity and leadership skills which are testaments to the quality manufacturing and operating procedures engaged by DMI Companies. DMI is building a better world for ourselves and our children by providing a sustainable environment through our products, operations and personal conduct.

OVERVIEW

The primary responsibilities of the Ductmate Product Line Manager position are to enhance the value proposition and market penetration levels of each Ductmate product line. The PLM is tasked with developing an overview of the marketplace through trend reports, market research, competitive analysis, customer visits and phone solicitation of existing distribution networks, mechanical contractors, engineering firms, OEM accounts and non-traditional market channels. Leveraging their understanding of the market, the PLM will work with the Regional Channel Managers (RCM) to develop specific strategies on a national and regional level and explore other construction and non-construction market sectors, O.E.M and Catalog accounts.

ESSENTIAL FUNCTIONS

- Analysis of product trends and reports by revenue, profit, quantity, and region, as well as analysis of overall market size and market share.
- Develop annual Business Plan for product lines, which will include strategic goals, objectives, critical success factors and tactical plans.
- Manage and maintain market pricing strategies and guidelines that are consistent with Ductmate Industries goals.
- Periodic travel to assist in achieving goals.
- Support Customer Service on technical product inquires construction and application information.
- Track top commercial and light industrial projects using CMD Analyzer. Review specifications and identify opportunities for Ductmate products. Identify the local contractors who are pursuing these projects, then work with local representation and Ductmate's RCMs to assure Ductmate products are included in the project's construction.

- Conduct meetings and Lunch and Learn presentations at engineering firms on core Ductmate product lines by discussing the design elements, performance characteristics and value propositions associated with each product.
- Obtain master specification from engineering firms for review and achieve implementation of target Ductmate products into their master specification.
- Participate in applicable industry organizations and groups related to their respective product line responsibilities. (ASHREA, SMACNA, NADCA, IKECA, SPIDA)
- Develop alternative channels in and out of core market sectors.
- Develop and maintain a detailed Product Portfolio as well as marketing tools for each product family to be used as training modules to enhance the value proposition and understanding of all Ductmate product lines with distributors, contractors, and engineers.
 - Develop and update all product literature and information.
 - Centralize all product application related letters, verifications, information and master specifications.
 - Develop tools for calculating product saving & usage
 - Collect and document competitive market intelligence.
 - Technical papers / white papers / bulletins (core products)
 - Develop BIM and 3D modeling content management (pending)
 - Update Strengths, Weaknesses, Opportunities & Threats SWOT
 - Value proposition tools; F.A.B / installed cost savings talking points.
 - Update product photos, videos ads, promotional design
 - Explore new “marketing platforms” effectiveness (QR Codes, You Tube, webinars, other?)
 - Update and maintain standalone PowerPoints presentations, classroom & hands-on training content.
 - Maintain list of major projects and products used. (project name, details, testimonials, likes / dislikes improvement questionnaires)
 - Develop ad and promotional content
 - Maintain promotional items and updated samples kits.
 - Assist marketing in the creation of trade show displays, banners, press releases
- Sales Departmental Liaison with R&D / Purchasing / Manufacturing communication & collaboration. (Communicate defective materials / M.O Batches & dates, product changes, equipment breakdown, supply change issues)
- Collaborate with Sales Manager, Manufacturing, Research and Development on all aspects of product specifications, information, quality issues, enhancements, new product development, market surveys and questionnaires.
- Collaborate with marketing departments to formulate strategic marketing plan while working with the marketing department to develop national marketing plan.
- Manage Slow Moving Inventory as well as management of product weights & dimensions initiatives.
- Develop product presentation, to be utilized at distributors and engineers as a platform for selling product lines

TIME MANAGEMENT

Minimum Travel 45% (23 Weeks = 100% Min. Requirements)

- 20% Contractor Meetings and / or Telemarketing with Profiles
- 20% Price Management, Requests, Quotes,
- 20% Product Portfolio Management
- 15% Engineer Meetings & Presentations
- 15% OEM Accounts, Alternate Market Channels and Industries.
- 5% Distributor Training, Start Up or Jobsite Visit.
- 5% Participate in industry trade associations, organizations, committees, shows.

EXPERIENCE & COMPETENCIES

- Work experience in mechanical systems or construction preferred
- Work experience as a product line or territory manager preferred
- Exceptional communication skills, both written and verbal, with ability to present to an audience large and small
- Mechanical aptitude to conduct hands on training and demonstration of products
- Proficient abilities using Microsoft Office including Excel, Word and PowerPoint
- Must possess outgoing personality with positive outlook
- Remote nature of position requires self-motivation and focus with minimal supervision
- Key attributes – reliability, punctuality and follow through

EDUCATION

- Degree in Business, Engineering or equivalent in related work experience (ie Sales, Product or Territory Manager)

How to Apply: email resume and salary requirements to careers@dmicompanies.com