



# Job Description

**Position Title:**

| Product Manager I                             |   |  |                                    |
|---|---|--|------------------------------------|
| Location: Bush Hog- Selma                     |   | Job Code:  | Job Code                           |
| Reports To: Manager Product Development       |   | Grade:   | Grade 6                            |
| <b>Wage Type</b>                              | <b>Classification</b>                           | <b>Job Status</b>  | <b>Effective Date:</b> 7/22/2013   |
| X Salaried<br><input type="checkbox"/> Hourly | X Exempt<br><input type="checkbox"/> Non-exempt | X Full-Time <input type="checkbox"/> Part-Time<br><input type="checkbox"/> Temporary | <b>Last Review:</b> 7/22/2013      |
|   |   |  | <b>EEO-1:</b> 2 Professionals      |
|   |   |  | <b>Job Family:</b> Marketing/Sales |

**Position Summary:**

This position supports and contributes to the company goals of 10-20-4 and zero injuries. Under close supervision, the Product Manager I is responsible for product planning and execution throughout the product lifecycle, to include: gathering and prioritizing product and customer requirements, defining the product vision via a program plan, and working closely with sales, manufacturing and engineering to ensure both Company metric objectives and customer satisfaction goals are met.

**Essential Functions of the Job:**

1. Continuing to develop knowledge as coordinator for product information, specifications and competitive brands.
2. May assist with delivery of product development plan for all new programs and product enhancements. May conduct market research and analyze market size, trends, scope, etc. for use in the creation of the product development plan.
3. May help coordinate new product development and product improvements from initial concept stage through production and to obsolescence. Conduct new product team meetings. May assist writing product literature, advertising material and press releases.
4. Design layout of sales literature and other sales tools. Approve literature, ad slicks and corporate ads. Coordinate photography for literature.
5. Work trade show booths.
6. Prepare competitive product comparisons to be used as sales and training aids for sales force, customer service and Bush Hog Inc. dealer network.
7. Assist in coordination and implementation of sales meetings to include training the sales force.
8. May assist with product pricing to meet Company revenue and profitability goals. Update price books as needed. Monitor financial performance of products.
9. Resolves routine questions and problems referring only the more complex issues to higher level.
10. May perform more advanced functions as part of training and development.

**Knowledge, Skills and Abilities (KSA's):**

11. Must be able to work safely with respect to self and others.
12. Excellent written and verbal communication skills required.
13. Proven ability to influence cross-functional teams without formal authority.
14. Must be able to plan, organize and prioritize work. Must be able to meet deadlines.
15. Must be able to travel locally and nationally up to 25% of the time and as needed.
16. Must be able to lift, carry, push or pull trade show displays (up to 50lbs) alone or with assistance.
17. Must be able to sit and/or stand for extended periods of time, based on job duty.
18. Must be able to operate sales equipment with good mechanical ability.

## Education and Experience:

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1. Bachelor's degree in Business, Agriculture or similar required; technical background preferred.
2. Minimum 1-3 years job related experience required. Experience with agricultural products preferred; knowledge of Alamo Group products preferred.
3. Proficiency in word processing, spreadsheet and presentation computer programs required. Database skills preferred.

## Working Conditions:

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Position works in general office/manufacturing plant environment 75% of the time. Exposure to the outdoors climates in traveling to dealers, trade shows, promotions etc.

## Notes:

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*The above information is intended to describe the general nature and level of work being performed by employees within this classification. It is not intended to be construed as a comprehensive list of all duties, responsibilities and qualifications of employees so classified.*

## Review and Approval:

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|                                   |              |       |
|-----------------------------------|--------------|-------|
| _____                             | <b>Y / N</b> | _____ |
| Facility or Department Management |              | Date  |
| _____                             | <b>Y / N</b> | _____ |
| Human Resources                   |              | Date  |
| _____                             | <b>Y / N</b> | _____ |
| Senior Leadership                 |              | Date  |